

LIFE

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NOVEMBER 26, 1951

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"It's so much better this way—feeling that we are free to come and go..."

The Independent Visitors

IT MADE a pleasant sight . . . the quiet, elderly couple with their packages piled beside them on the waiting-room seat. They kept looking at the schedule of outgoing trains on the blackboard across from where they sat.

"We still have twenty minutes," the man said. "Train's a little late." The woman nodded. "Busy week-end for everyone, I guess."

They sat in silence for a few moments and then the woman said, "Wonder who he looks like—Fred or Emily?" The man smiled and said, "No telling till we get there." He looked at the station clock and said, "Wish the train would hurry up. I'm sure anxious to meet our latest grandchild!"

"And so am I! In a way, I wish Fred and Emily didn't live quite so far away, because then we could see them more often. And yet, if they lived any closer, I'm afraid I'd be pestering the life out of them."

The man nodded. "It's better this way. Even though Fred is our son, I've always felt that a man deserves a chance to work out his own life without too much family interference." He chuckled and said, "You and I, of all people, should know about that—remembering how many family obligations we had to put up with in our own early years."

His wife smiled a wistful little smile. "Yes, it

seemed for a while that there were so many people who needed looking after that we scarcely had time to look after ourselves. First there was your dad, then mine, and then . . ."

"Yes, there was always something." He recalled how involved in family problems they were the year Fred was born. It was then that Dave Thomas had come to the house to talk with them again about their life insurance program. Dave had pointed out that besides protection for the family, their life insurance could be a big help in making them financially independent in their later years. So he took out the additional New York Life policy Dave had suggested—and he had had reason to be thankful many, many times since . . .

He placed his hand on the pile of packages next to him and said to his wife, "Yes, it's so much better this way—to visit Fred and his family feeling that we are free to come and go, knowing we will never be a burden to anyone."

The man at the gate had opened it and was announcing the arrival of their train. He couldn't help smiling as they passed him, because they looked so happy and so content with life.

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Naturally, names used in this story are fictitious.

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LETTERS TO THE EDITORS

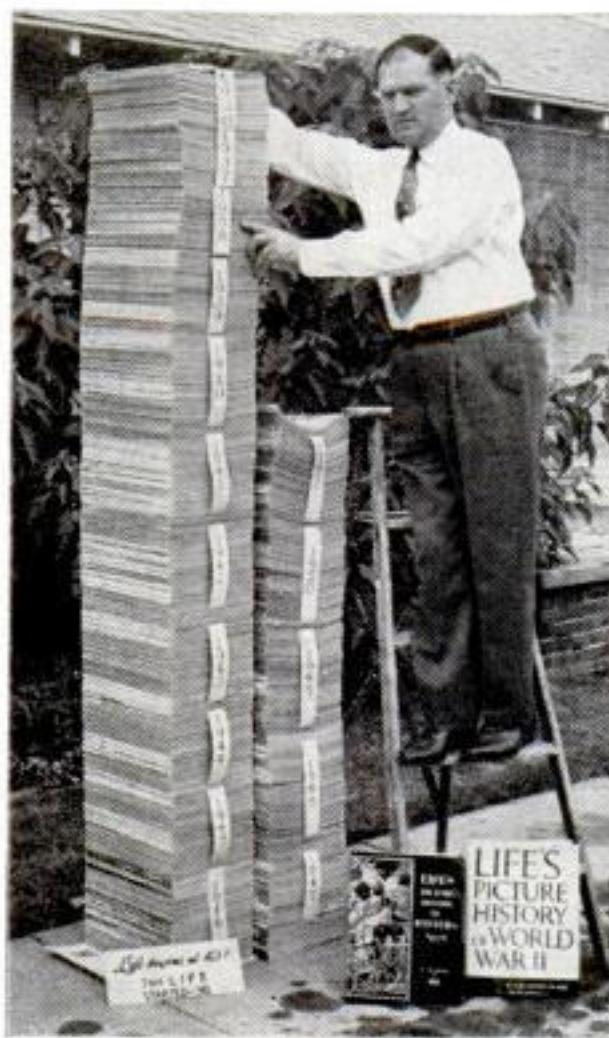
FIFTEENTH ANNIVERSARY

Sirs:

This being LIFE's 15th anniversary, you should feel very proud. I've saved every issue since the first one. In 1949 I was transferred and found I had 1,165 pounds of LIFE magazines to transport. The moving charge was a small price compared to their worth, and I now have an ideal storage space for them in my garage. I plan to hand them down to my children in hopes they will do likewise. In years to come they will be of historical value on events as they happened, more interesting to read than textbooks.

FRED H. GRIFFITH

Alhambra, Calif.



GRIFFITH'S COLLECTION

CAUGHT BY THE CAMERA

Sirs:

... You are to be commended for your objective reporting of the Johnny Bright slugging ("Caught by the Camera," LIFE, Nov. 5). Big-time football is fascinating, but unless coaches and players keep the game scrupulously clean it will destroy itself.

JOHN R. SORBO

San Diego, Calif.

Sirs:

Why not a blackjack or perhaps a broken milk bottle—why let a guy hang around for four whole plays?

FRANK HENRY

Natick, Mass.

Sirs:

If I were A & M's coach, I would rather lose the next 50 games than have to defend the actions of a slugger like this tackler Wilbanks Smith.

SUMNER M. CLAYTON

O'Donnell, Texas

Sirs:

Bright wasn't too bright. The best player is alert to being hit at any time and protects himself accordingly. It is sound tactics to remove the main cog as early as possible; maybe it's not cricket but 'twas ever thus.

JOHN VERICA JR.

Philadelphia, Pa.

• Of 300 letters written to LIFE on the story, fewer than 10 sided with Reader Verica in upholding the methods which put Bright out of the game.—ED.

CONTINUED ON PAGE 4



"JERIS
rates an Oscar"
for **greaseless
good grooming,
and healthier,
handsomer hair"**

says *Ray Mullan*
star of

"SOMETHING TO LIVE FOR"

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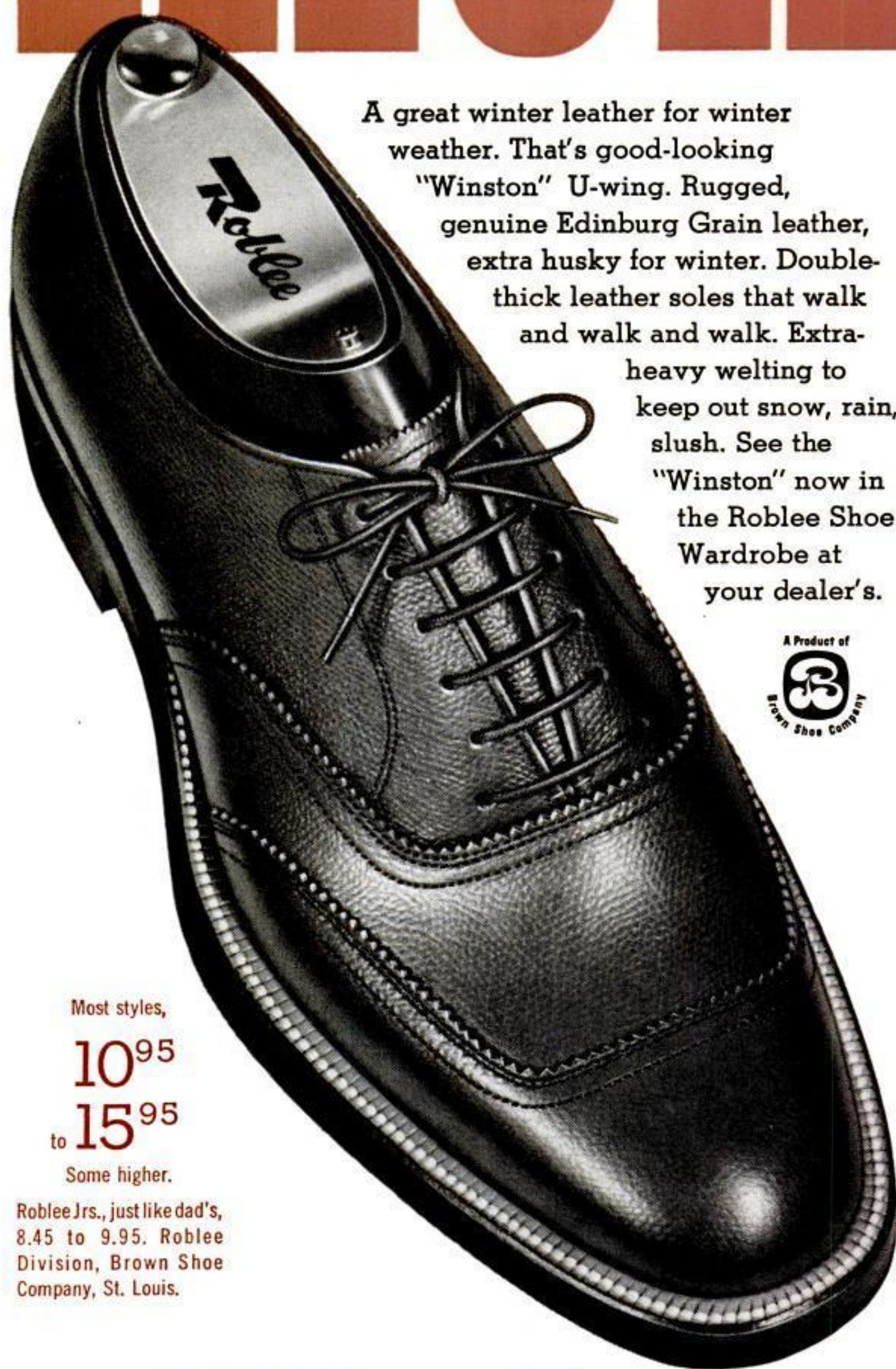
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LETTERS TO THE EDITORS

CONTINUED

Sirs:

No doubt Smith no longer plays for A & M, an educational institution. Or if he does, no doubt the president is firing the coach; or if not, the regents are firing the president; or if not, the patrons have withdrawn their children and all that remains is the echo among the empty halls of the merry feet of boys at play.

R. GRATTON

Roswell, N. Mex.

● Smith has played in every subsequent game and the Missouri Valley Conference has not yet acted on Drake's charges against A&M.—ED.

Sirs:

You stated that Marquette ended sports relations with the University of Tulsa. As students at T.U., we wish to point out that we severed athletic relations with Marquette.

PHIL HAYES

Tulsa, Okla.

● Marquette's coach complained about Tulsa's "flagrantly illegal tactics" so Tulsa broke off their athletic relationship.—ED.

THE AMERICAN IDEA

Sirs:

Thank you for Mr. John Knox Jessup's "Western Man and the American Idea" (LIFE, Nov. 5). There was tingle in the writing; it was a deep, sharp pleasure to read, and I was so stirred by the high poetry of my country's story that when I came to the end and the face of Lincoln, I wept. . . .

EVELYN HOUSTON

Alhambra, Calif.

Sirs:

Jessup wrote an excellent essay. But as befits a pedantic professor of social science, I feel that I must point out one incorrect fact: he refers to Fredrika Bremer, the 19th Century traveler in America, as "a German visitor." Fredrika Bremer was born in Finland and spent most of her life in Sweden.

ERNEST R. DALTON

Centenary Junior College
Hackettstown, N.J.

BILOXI'S HAND IS CALLED

Sirs:

We acknowledge the accuracy of the photographs you published in "Biloxi's Hand Is Called at Last" (LIFE, Nov. 5)

CONTINUED ON PAGE 7

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GENERAL TIME

LETTERS TO THE EDITORS

CONTINUED

and regret that such pictures could be possible in the town we love so much. There are those of us in Biloxi who deeply appreciate the work of the recent Senate investigation of crime because we hope that it will restore the pleasant resort atmosphere we enjoyed before an Army camp with its following attendant of vice was put here. . . .

REBECCA CARR

Biloxi, Miss.

Sirs:

When I was at Keesler Field, they gave us poor rookies special training so that we could cope with Biloxi. The enclosed drawings sort of illustrate life there before the crack down on gambling.

BOB CAMPBELL

New York, N.Y.



"IT'S ALL IN THE WRIST ACTION"



"... THERE WILL BE LOSSES ..."



"I GOT THIS ONE FOR 47 STRAIGHT PASSES AT 'BARNEY'S', THIS FOR GETTING THREE LEMONSON 'JOE'S' QUARTER MACHINE, AND THIS ..."

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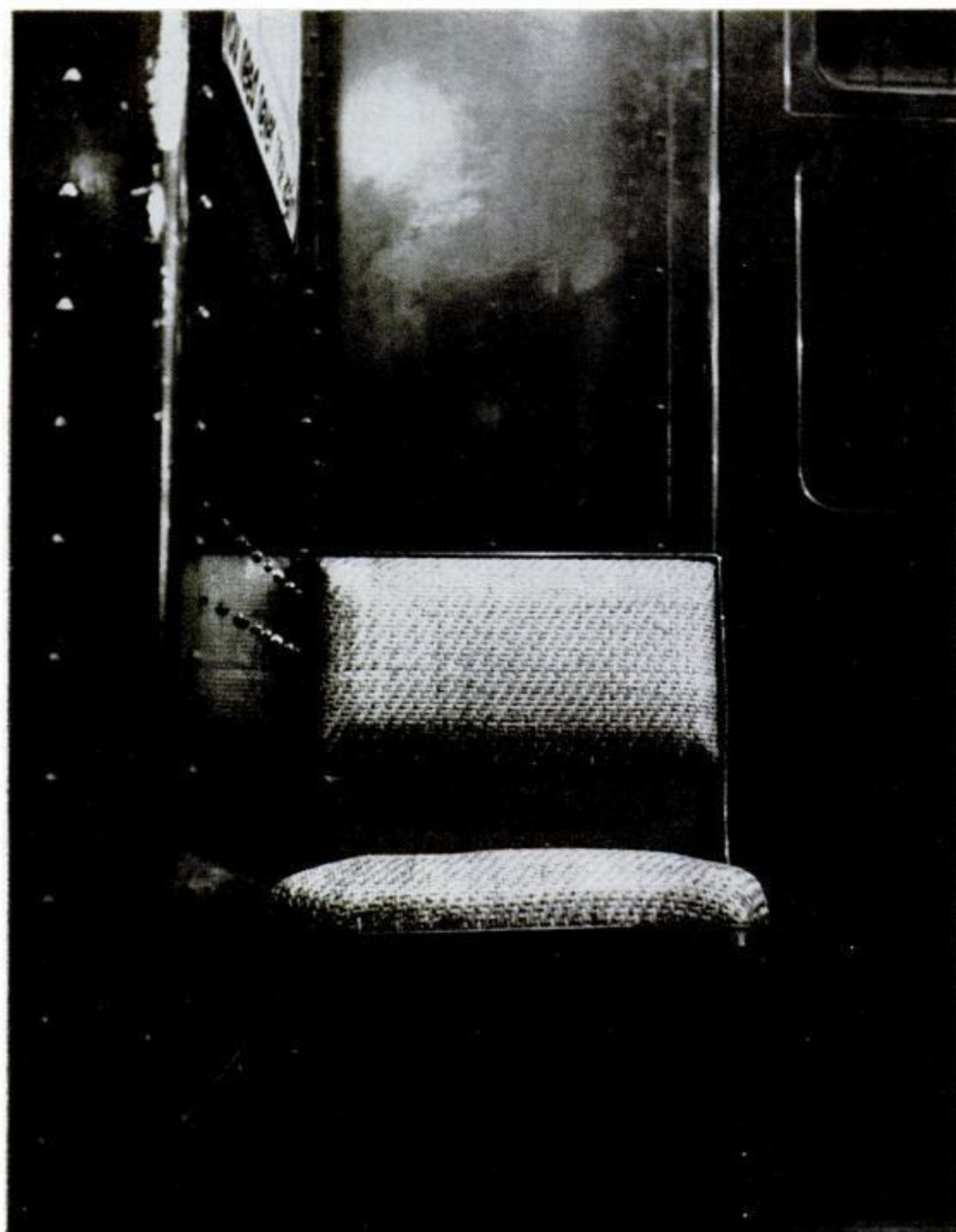
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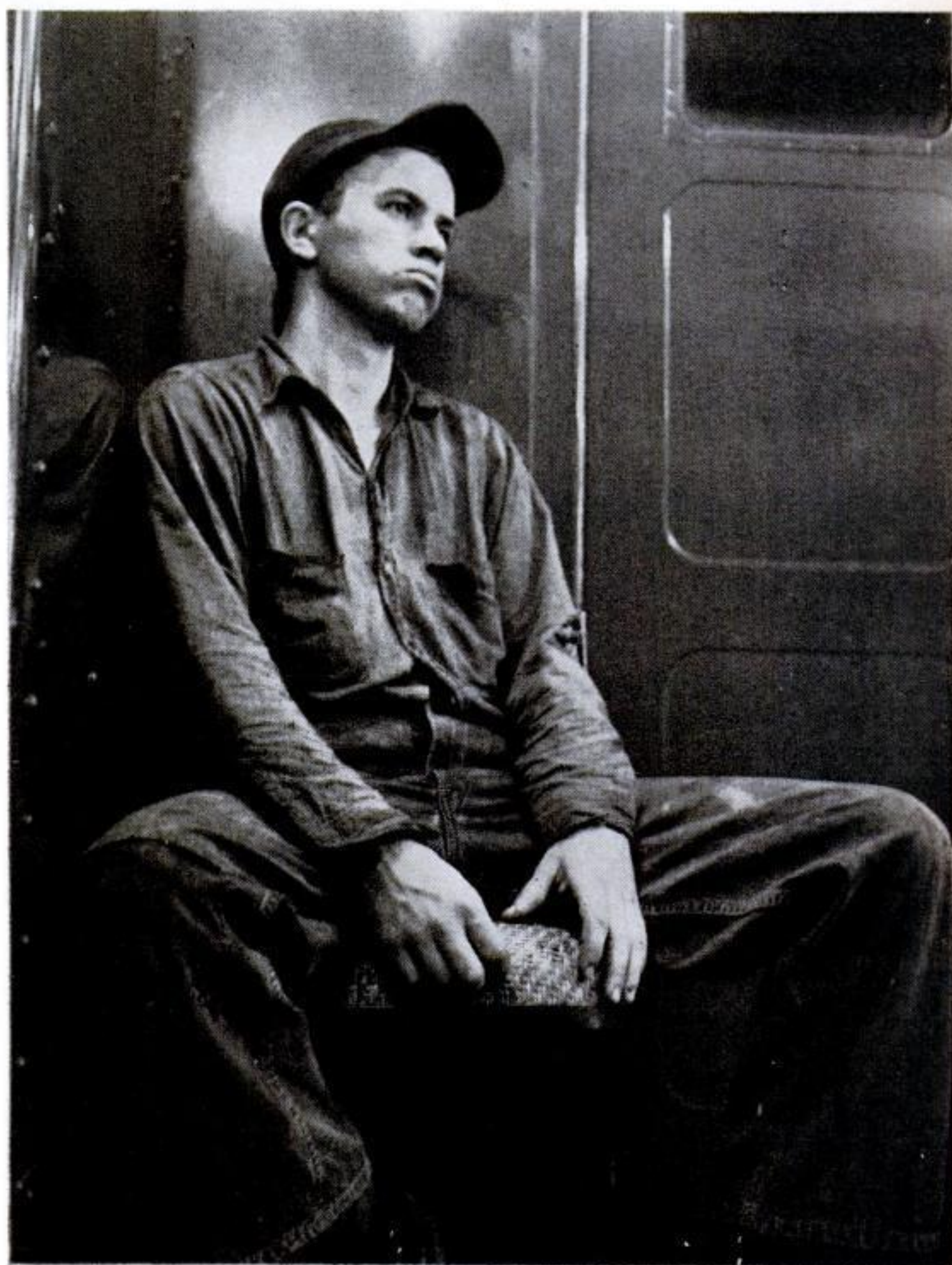
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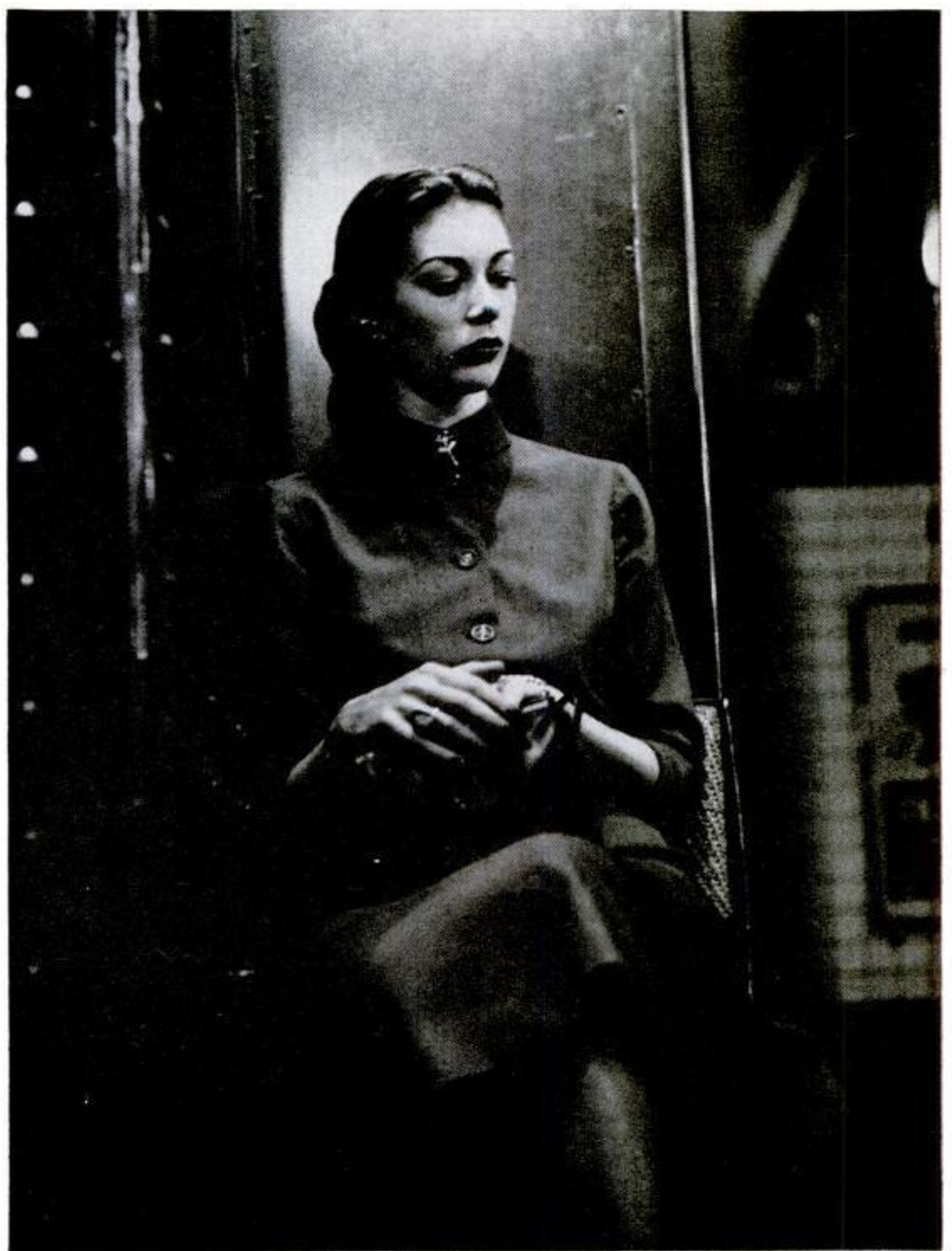
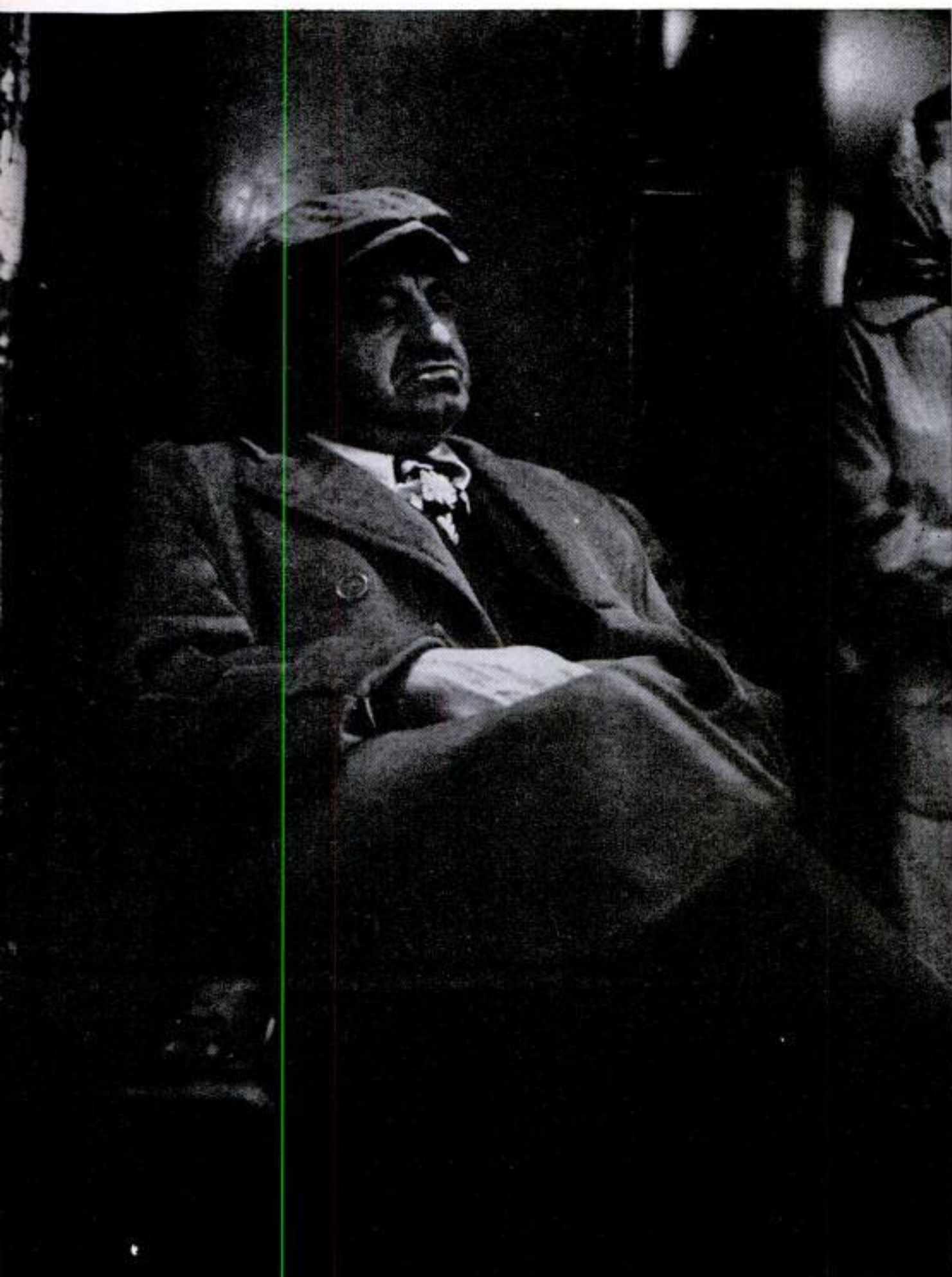
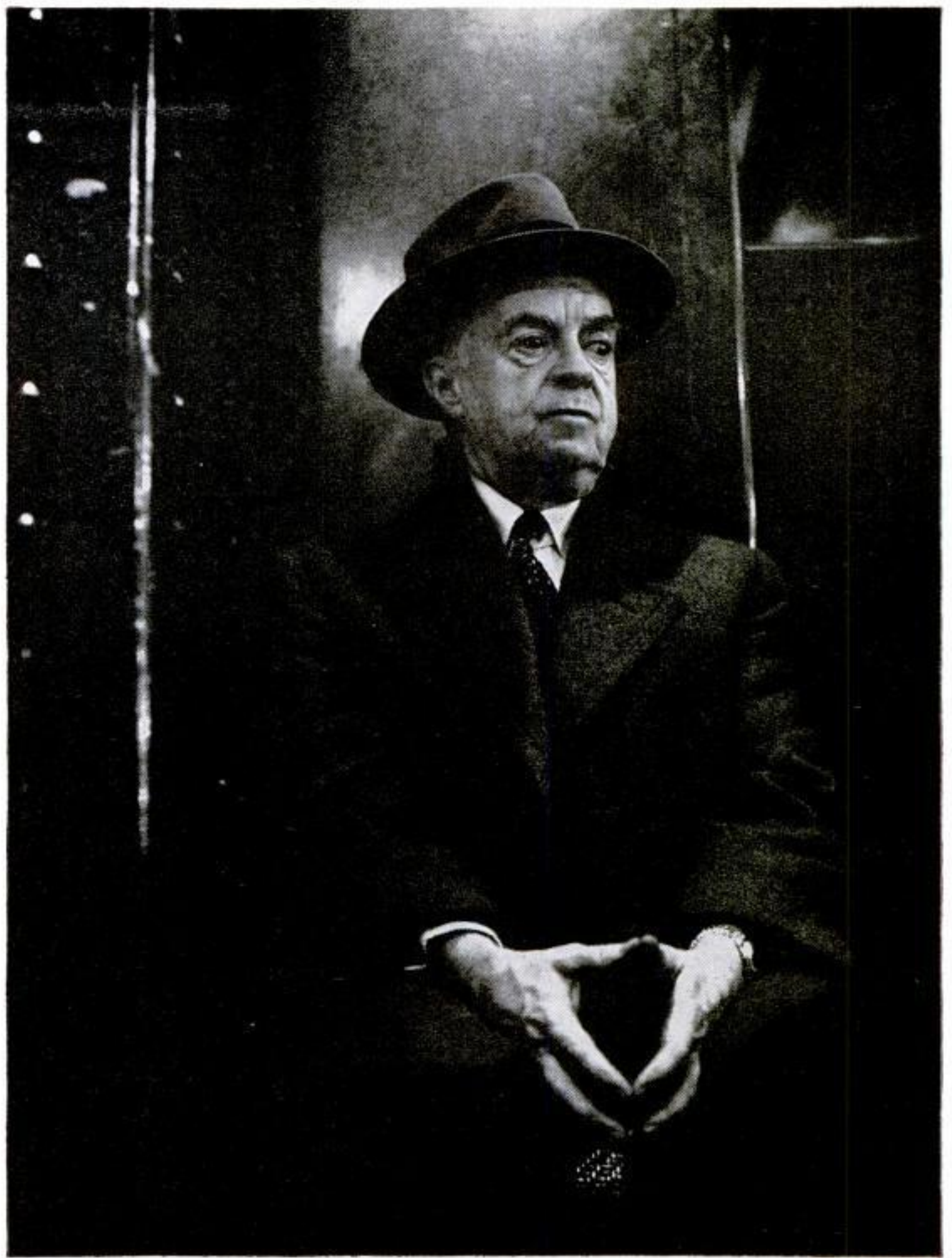
STORY DIVISION



MOODY MUSINGS ON THE SUBWAY

This study of subway riders won for 24-year-old Alfred Gescheidt a top award in LIFE's contest for young photographers, Fourth Prize in the Picture Story Division. The work of other winners occupies the first half of this issue of LIFE, starting on page 15. Gescheidt, who also won a Second Honorable Mention in the Individual Picture Division, got his first training in portraiture as an art student. After a flirtation with nonobjective painting he gave up the brush for the camera because he felt he was "getting too far from reality." Now a free-lancer in New York, he does half of his stories on assignment from magazines, digs up the rest on his own. To get the catalog of faces shown here he sat across from the single seat at the end of the subway car, photographing the empty seat (*above*) and then its occupants. He held his camera between his knees as he shot and went unnoticed by his subjects. The people in this seat, which is separated from the others in the car, are completely isolated from the rest of the riders and Gescheidt said he could observe them like "a bug at the end of a microscopic slide."





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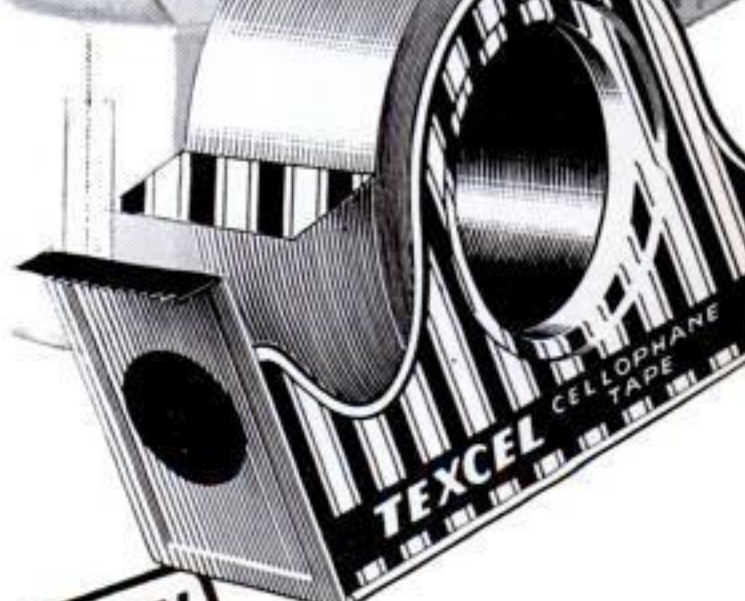
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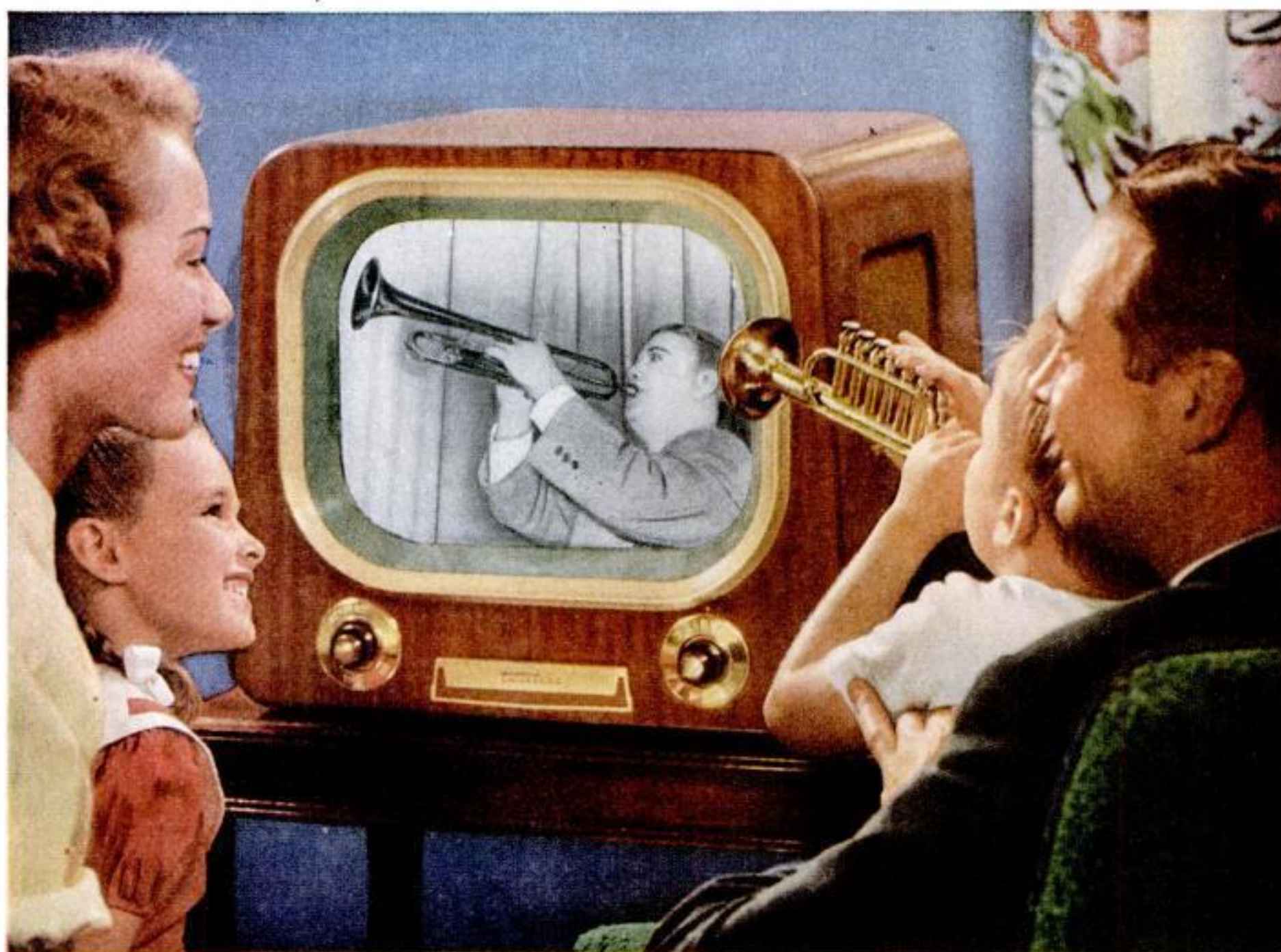
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OUR MOST POPULAR MODEL—with its tasteful styling and exquisite tone. Lightweight—with big set, 5-tube performance and true-to-life reception, and only... **\$22⁹⁵** D2103



NOW! DISTORTION-FREE 17" PICTURES ARE YOURS with Truetone's rectangular "black" tube that gives you "Movie Screen" television at a new low price. Built-in tuneable antenna. Sharp, steady, "locked-in" picture. 21-tube system, and

new simplified controls. Record player plug-in. You'll be proud of its full, rich tone, and handsome, hand-rubbed mahogany veneer cabinet. Try it this week in your own home. **\$249⁹⁵** This popular model only... D2052 (Fed. Tax Incl.)

TRUETONE *Movie Screen* TV

guarantees you the clearest, sharpest, most trouble-free
picture in your neighborhood—or your money back!



THE SET THAT CHALLENGES ALL OTHER brands for powerful reception—sharp, clear 20" rectangular picture on the newest "black" tube—simple, easy tuning—one of America's most beautiful cabinet designs—full range. It's a "steal" for **\$399⁹⁵** you at only... D21190 (Fed. Tax Incl.)



SPECIALLY ENGINEERED FOR DISTANT RECEPTION, this new 17" Truetone Console has superb tone with full range 8" speaker; clear, sharp, "locked-in" picture; beautiful cabinet; simple controls. Yours now for only... **\$289⁹⁵** D21185 (Fed. Tax Incl.)



ENJOY YOUR OWN "TRIPLE-TREAT THEATER" with this magnificent Truetone Console. (1) Television, with 17" life-size screen. (2) Automatic 3-speed record player. (3) AM-FM radio. One of America's outstanding TV values. **\$399⁹⁵** D21094 (Fed. Tax Incl.)

Sold
Only By

**WESTERN AUTO
STORES & ASSOCIATE STORES**

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COLD WEATHER

Calls for



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15—W. EUGENE SMITH, CARROLL SEGHERS II FROM B.S.—PFC. ALAN GREEN, LOUIS FAURER—JOHN RAYMOND, RUTH ORKIN—ALFRED GESCHIEDT FROM B.S., AL TAYLOR—JOHN RAYMOND, WILLIAM BECKER	114, 115—LT. FERNAND BOURGES COURTESY MUSEUM OF MODERN ART; RT. JOHN PHILPIN COURTESY J. RUMP COLLECTION, STATENS MUSEUM FOR KUNST, COPENHAGEN—JOHN PHILPIN COURTESY DR. HANS HAHN-LOSER, BERNE
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ABBREVIATIONS: BOT., BOTTOM; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

At the First Sign of a

COLD



Take 2 Bayer Aspirin
Tablets with a
full glass of water...

and feel better *FAST!*

HERE'S ADVICE about colds that we think your own doctor will tell you is sound and effective.

No matter how you try to stop or shorten a cold, the first thing to do—before you do anything else—is to take Bayer Aspirin.

You should do this because a cold is almost invariably accompanied by muscular aches and pains—and a head-achy, feverish feeling. And for your own good, you need a medication that will relieve these distressing symptoms—relieve them *quickly*.

One reason why Bayer Aspirin

tablets bring you this important relief—and do it with amazing speed—is that they start disintegrating almost instantly.

This Bayer way of feeling better fast—tested and proved by millions—is now being used by more men, women and children than ever before.

So don't experiment with a cold. Use *Bayer Aspirin*. And for sore throats due to colds, gargle three times daily with 3 Bayer Aspirin tablets dissolved in $\frac{1}{2}$ of a glass of water. When you buy, always be sure to ask for *Bayer Aspirin*, not just for "aspirin" alone.

Because no other pain reliever can match its record of use by millions of normal people without ill effect, one thing you can take with complete confidence is genuine

BAYER  ASPIRIN

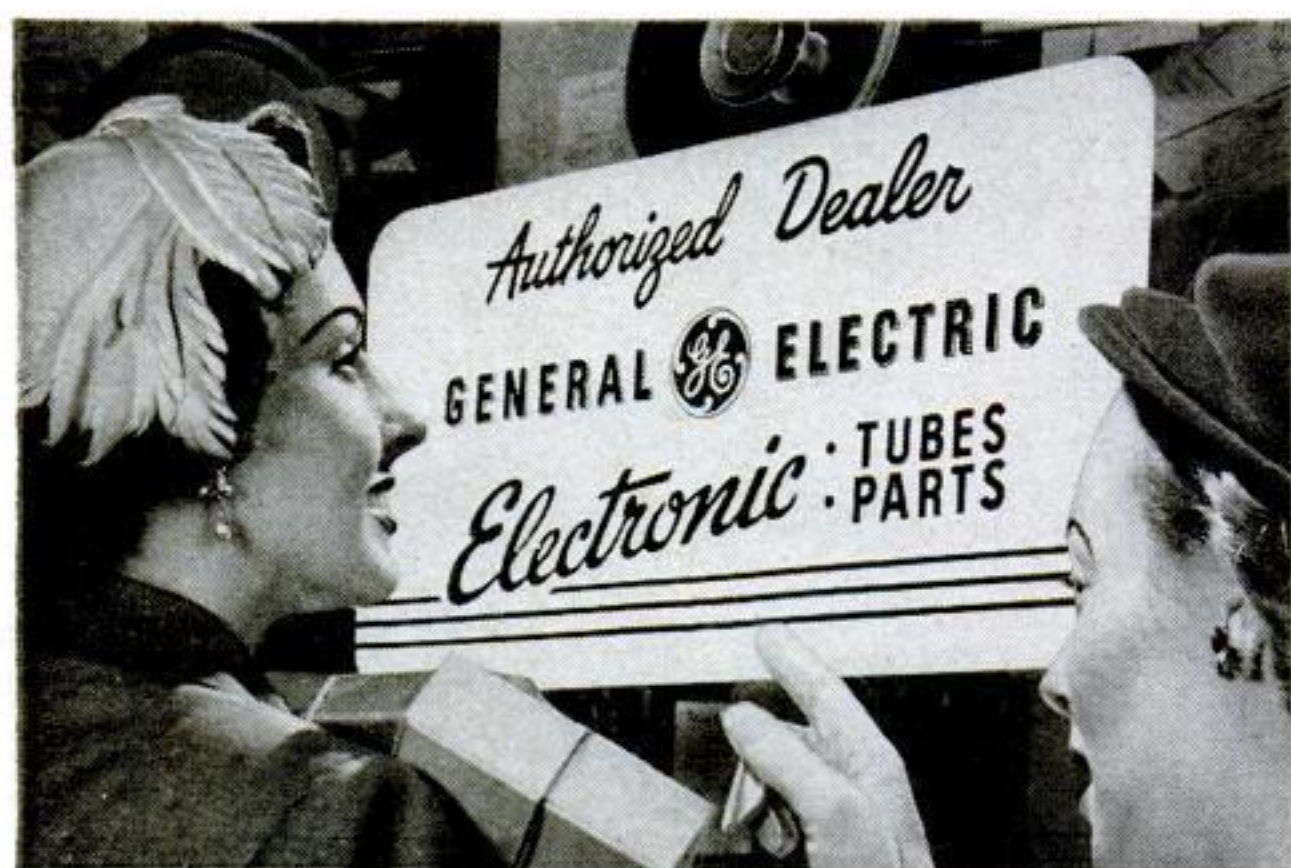
"It actually made our picture better than new!"



"Improved brightness and sharpness were amazing after we changed to a G-E Aluminized Tube!"

*says Mrs. Robert Dusek,
228 Ryder Road, Manhasset, N. Y.*

You too can enjoy the thrill of lifelike, easy-to-view television—*up to 100% brighter*—by changing your worn-out or inferior picture tube to a G-E Aluminized Tube. Your serviceman who handles G-E Tubes will help you get pictures far more vivid—viewing pleasure many times greater—*economically*. When you see with your own eyes the finer television that a G-E tube makes possible, you will know that here is today's best bargain in TV!



Ordinary tubes waste light...

An ordinary picture tube loses light inside the tube—consequently bright areas of the picture tend to "gray down", and the in-between shades, which normally give form and depth, disappear. Result: the picture lacks realism.



G-E saves light...

G-E Aluminized Tubes reflect all light ahead, on the face of the tube. Whites are whiter, blacks blacker, and the in-between shades have proper value—all because the picture shows full-strength. You enjoy true-to-life TV!



WHERE YOU SEE THIS SERVICEMAN'S SIGN, you will find . . . G-E picture tubes and the facilities to install them . . . a full line of high-quality General Electric radio-TV tubes in the familiar blue-and-orange cartons. No matter what make set you own, the General Electric tube dealer in your neighborhood is well equipped to serve you! General Electric Company, Tube Department, Schenectady 5, New York.

You can put your confidence in—

GENERAL  ELECTRIC

183-KAG

LIFE

PICTURE STORY
DIVISION



DENNIS STOCK
1st PRIZE \$3,000



ELLIOTT ERWITT
2nd PRIZE \$1,500



ESTHER BUBLEY
3rd PRIZE \$1,000



ALFRED GESCHEIDT
4th PRIZE \$600



REGINA FISHER
5th PRIZE \$400

ANNOUNCES

THE WINNERS OF THE YOUNG PHOTOGRAPHERS CONTEST

Prize photographs in the \$15,000 competition
take over LIFE departments in the first half
of this issue; week's news starts on page 91

In this issue LIFE announces the winners of its \$15,000 Contest for Young Photographers. The first of its kind in the history of photography, the contest drew a total of more than 15,000 pictures from 1,730 entrants in every state in the U.S., and from Americans in Hawaii, France, Germany and Korea. It pulled together, in a way that no competition had done before, an enormous wealth of young talent which, despite understandable shortcomings, showed an insight and an integrity that gave unmistakable signs of a promising photographic maturity.

To announce the winners LIFE has divided this issue into two parts. The regular LIFE is in the second half of the magazine, starting with the news section on page 91. The contest section is in the first half. The 10 top winners are shown on this page and selections from their winning photographs along with those of other award winners are on the pages which follow. In most cases their pictures have been presented as LIFE departments, beginning with Speaking of Pictures on page 8.

LIFE's contest had three basic rules: an entrant had to be 1) under 31; 2) a resident of the U.S., its territories or possessions, or a member of the Armed Forces on active duty, and 3) he or she had to submit proof of having had a photograph previously published somewhere. There were two divisions in the contest: the Picture Story Division and the Individual Picture Division. In the first a photographer could submit either one or two stories making up a total of no more than 16 pictures. In order to enter the Individual Picture Division a contestant had to submit four single photographs. Because the judges were to choose the best photographs and not, as in other contests, the best photographers, the contestant was considered in each division on the basis of all his work. It was permissible for photographers to enter both classes; 10 of them, in fact, won an award in each. The complete lists of winners are on pages 29 and 30, the judges and their method of judging on page 32.

The thousands of pictures submitted to the contest included many photographic clichés—shots of cats, babies, blooming cherry trees, spinning Ferris wheels, paint peeling off walls. But most of the young photographers made serious attempts to reach beyond the obvious and the merely pictorial. They were interested, primarily, in the emotions and experiences of people, and these they recorded with clear-eyed honesty and perception (see *Editorial*, p. 96). LIFE is proud, on the occasion of its 15th anniversary, to publish the work of the winners in its Young Photographers Contest.

INDIVIDUAL PICTURE
DIVISION



CARROLL SEGHERS II
1st PRIZE \$2,000



ROBERT FRANK
2nd PRIZE \$1,250



RUTH ORKIN
3rd PRIZE \$750



LOUIS STETTNER
4th PRIZE \$450



JOHN GOELLER
5th PRIZE \$300



TWO GERMAN WOMEN SWEAR TO IMMIGRATION OFFICIAL THAT THEY HAVE NO NAZI OR COMMUNIST SYMPATHIES

1st PRIZE—STORY DIVISION

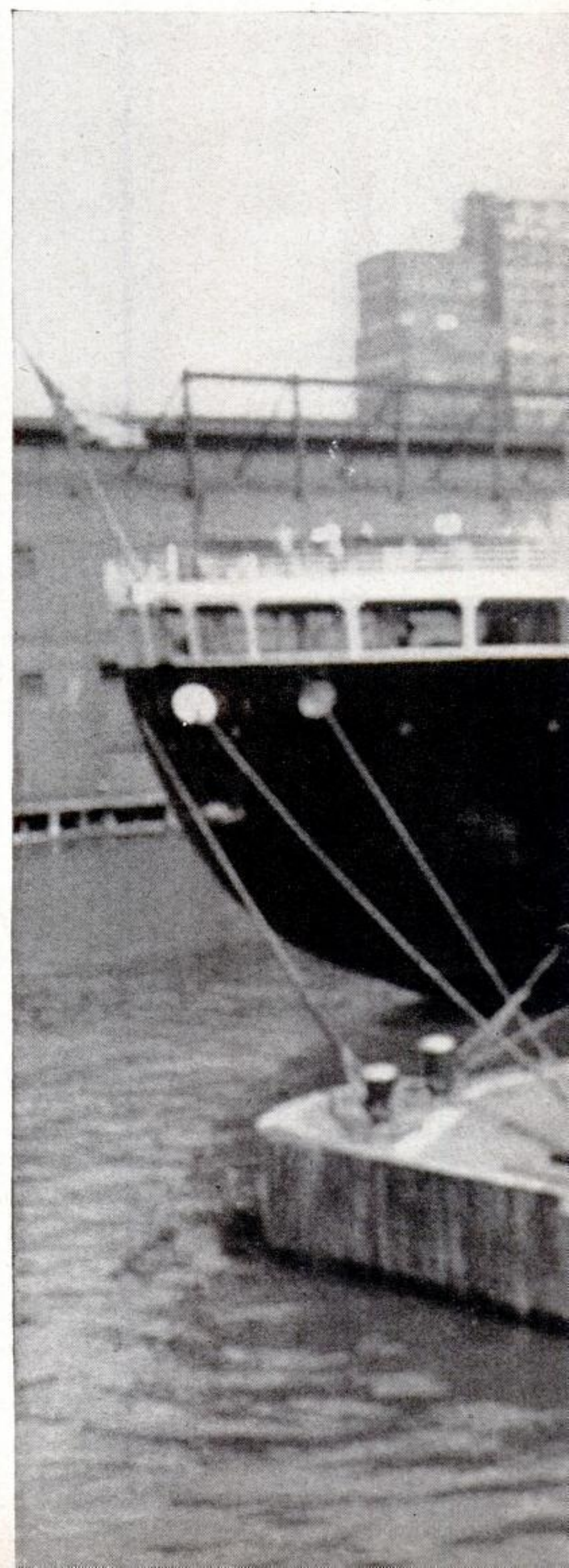
NEW HOME FOR THE HOMELESS

This dramatic, sensitive picture story, which tells of the arrival in the U.S. of a group of European displaced persons, is the work of 23-year-old Dennis Stock. It led in its division throughout all the voting of the judges. A New Yorker, Stock last August tagged along with a friend who had an assignment to photograph the landing of a shipload of DPs. Once at the pier, Stock, who had been worrying for months about what story to shoot for the LIFE contest, realized he needed to look no further. For three days he photographed the confusion, the stolid wonderment and the happy tears of these immigrants who, uprooted since the war, had finally reached a new home. An apprentice to Photographer Gjon Mili for the past four years and a free-lance photographer on his own time, Stock also won Second Honorable Mention in the Individual Picture Division.

NEW AMERICAN, one of the more than 280,000 displaced Europeans who have come to U.S. since 1948, looks patiently at camera as ship docks in New York.



TEARFUL Polish child worriedly clutches new flag. The tag on dress gives her name and DP number.





WORRIED immigrant watches as two social workers discuss his question about transportation to his

inland destination. Resettlement agencies arrange details for immigrants, including food and shelter.



JOYFUL refugees embrace American friends. To enter the U.S. all DPs must have a job and home waiting for them.





WORRIED immigrant watches as two social workers discuss his question about transportation to his

inland destination. Resettlement agencies arrange details for immigrants, including food and shelter.

JOYFUL refugees embrace American friends. To enter the U.S. all DPs must have a job and home waiting for them.





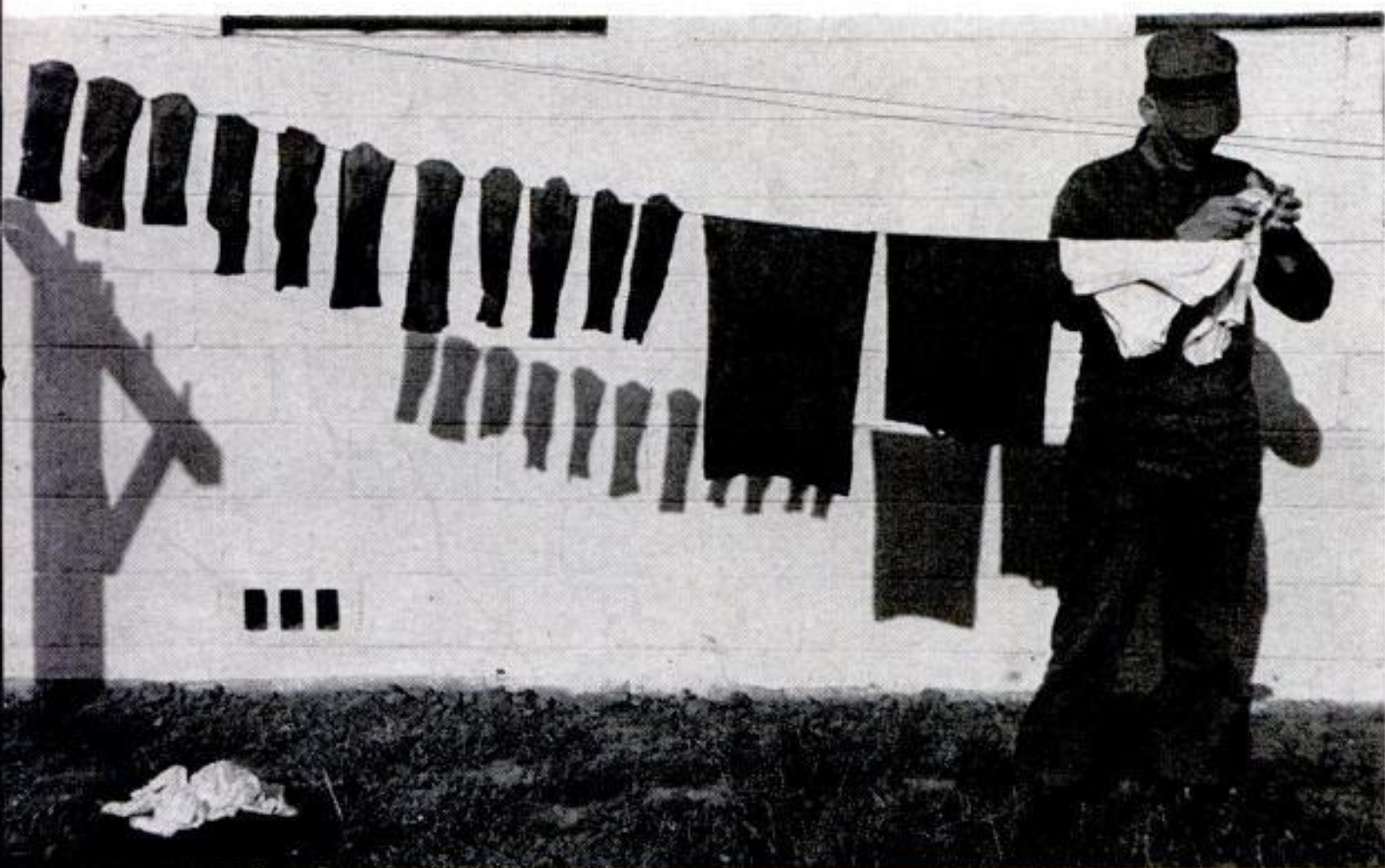
AFTER MIDDAY MEAL PRIVATES WAIT FOR THE WHISTLE TO CALL THEM BACK TO WORK



PRIVATE SPRAWLS NEXT TO HIS BELONGINGS AFTER MOVING TO NEW BARRACKS

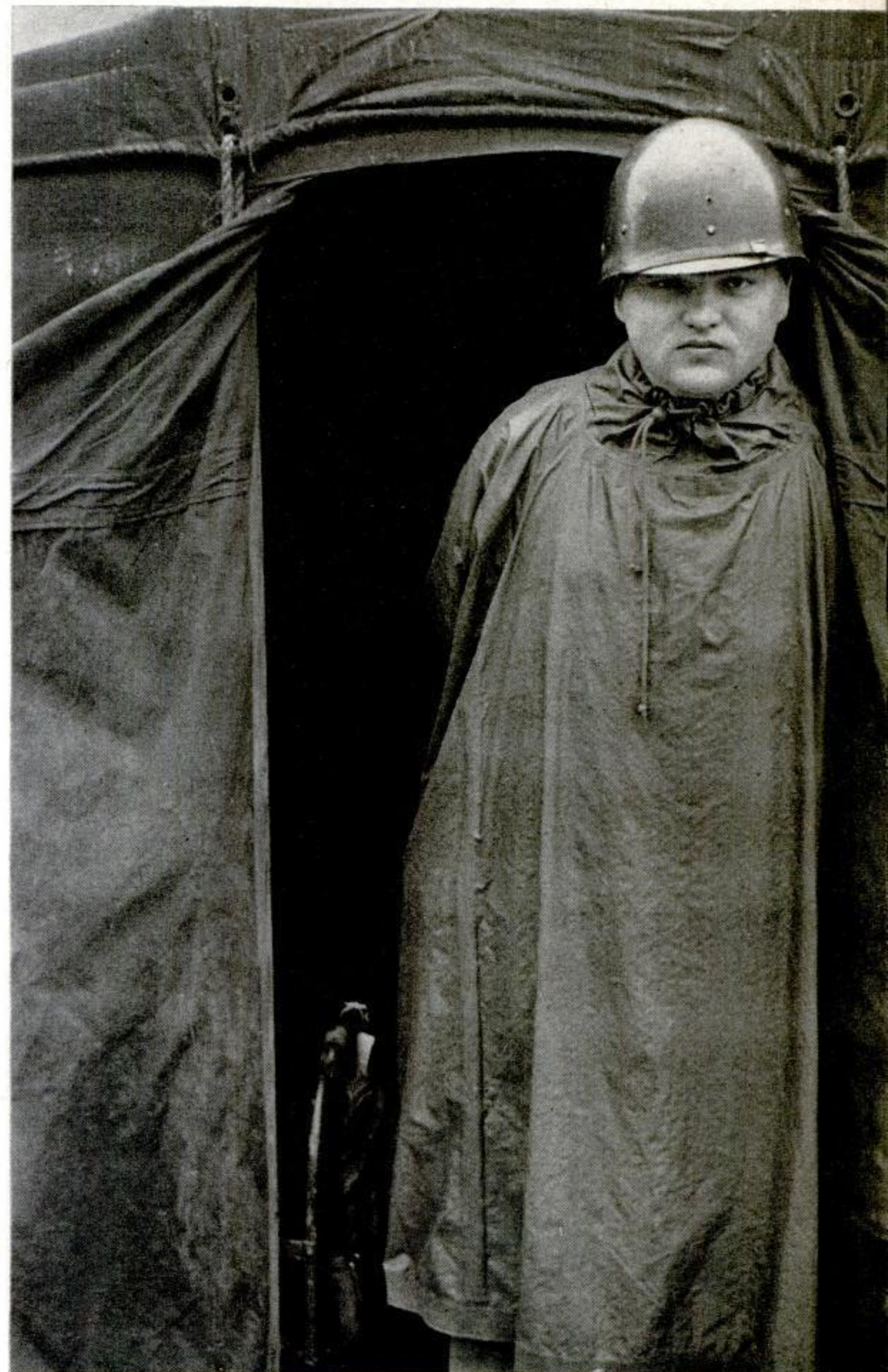
RECRUITS SHARE BED AND BOREDOM

Elliott Erwitt, 23, believes photography should re-create experience. A professional photographer in civilian life, Erwitt underwent a brand-new experience last spring when he was drafted into the U.S. Army. The thing that impressed him most about his first months of barracks life was the continuing mood of boredom and loneliness, and, to recreate this, Erwitt, now stationed with a photographic unit in Germany, took pictures of his fellow soldiers in their prosaic routines of waiting for whistles, hanging out clothes and just lounging on the bare springs of their iron beds. Erwitt's title for this story, which a contest judge says "catches an essential truth of army life," is "Bed and Boredom."



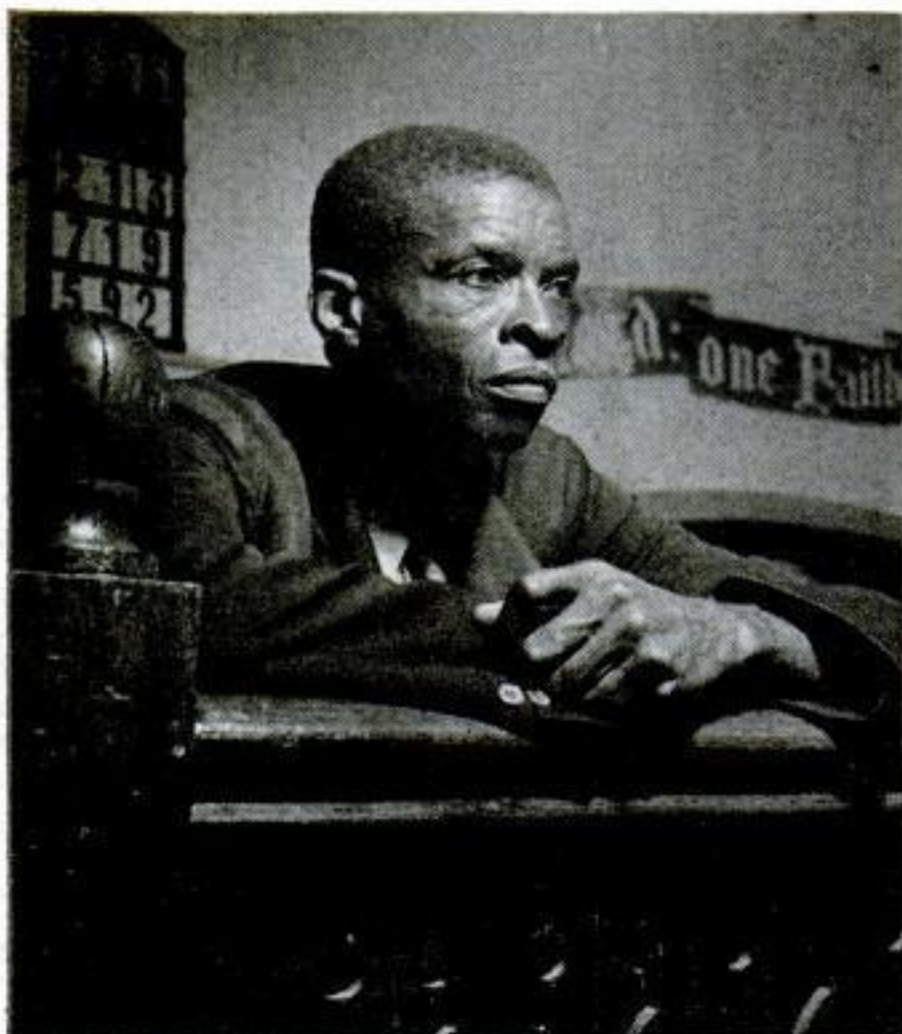
RECRUIT HANGS UP HIS LAUNDRY WHICH INCLUDES FIVE AND A HALF PAIRS OF SOCKS

← PACKED AND READY, REASSIGNED PRIVATE WAITS FOR TRUCK



AN OFF-DUTY PRIVATE GETS HIS RELAXATION BY STANDING OUT IN A DRIZZLE

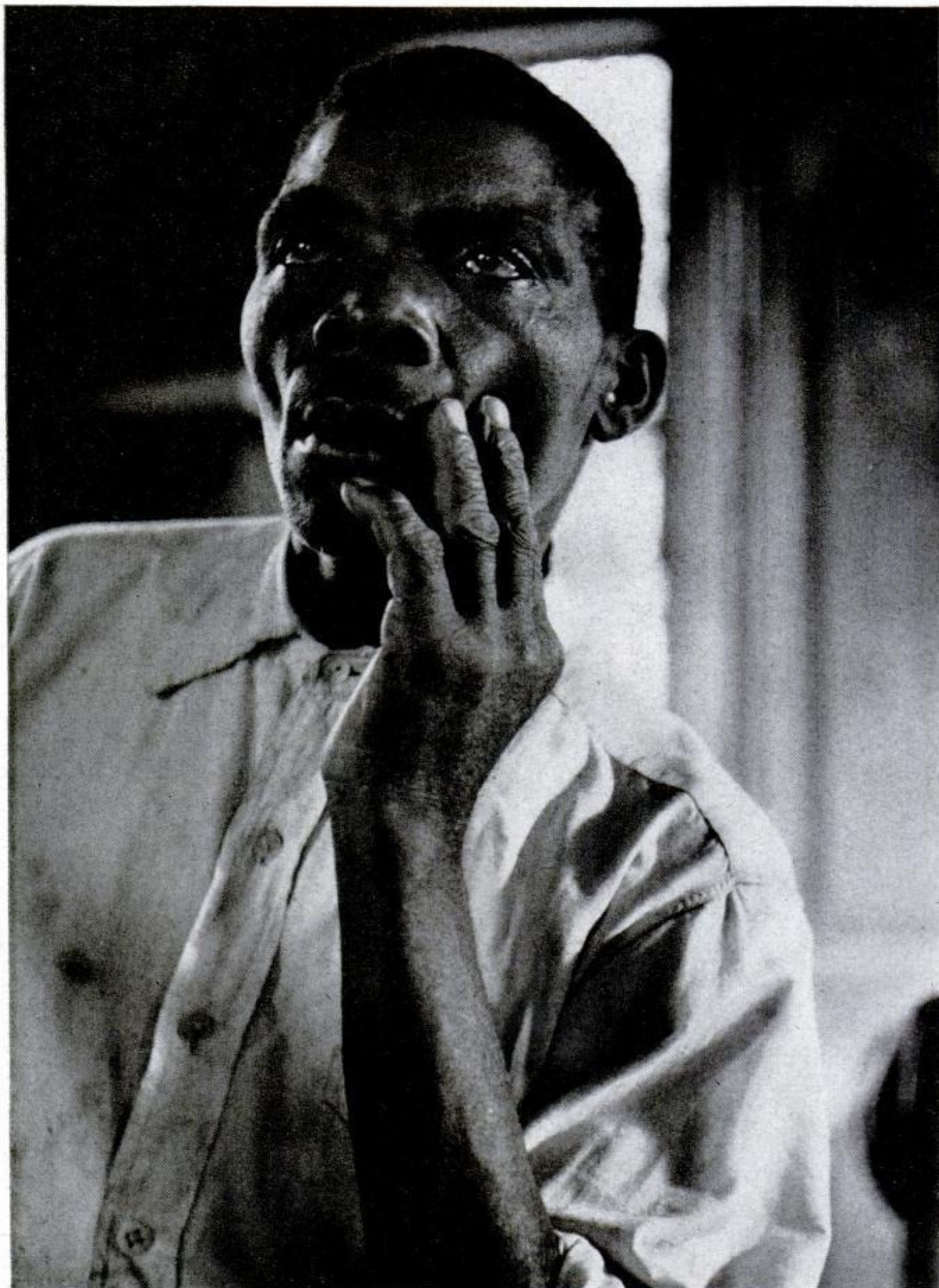
1st PRIZE—INDIVIDUAL PICTURES



A MAN WAITS PATIENTLY FOR THE SERVICE TO BEGIN

SUNDAY LIGHTS PRAYERFUL FACES

First Prize for Individual Pictures (which were judged on the basis of four submitted photographs) was won by Carroll Seghers II, 27, for his shining portraits of Negro faces at Sunday worship. Seghers tried to work on other days of the week but found that "Sunday is the one day they feel free. Their faces didn't look the same on Saturday." Seghers also won Second Honorable Mention in the contest's Story Division. He stumbled into a photographic career in 1948 when he took a camera on his Paris honeymoon. He happened to be in front of Notre Dame Cathedral when police shot down a bandit, he got the picture, sold it to Paris newspapers and has been a photographer ever since.



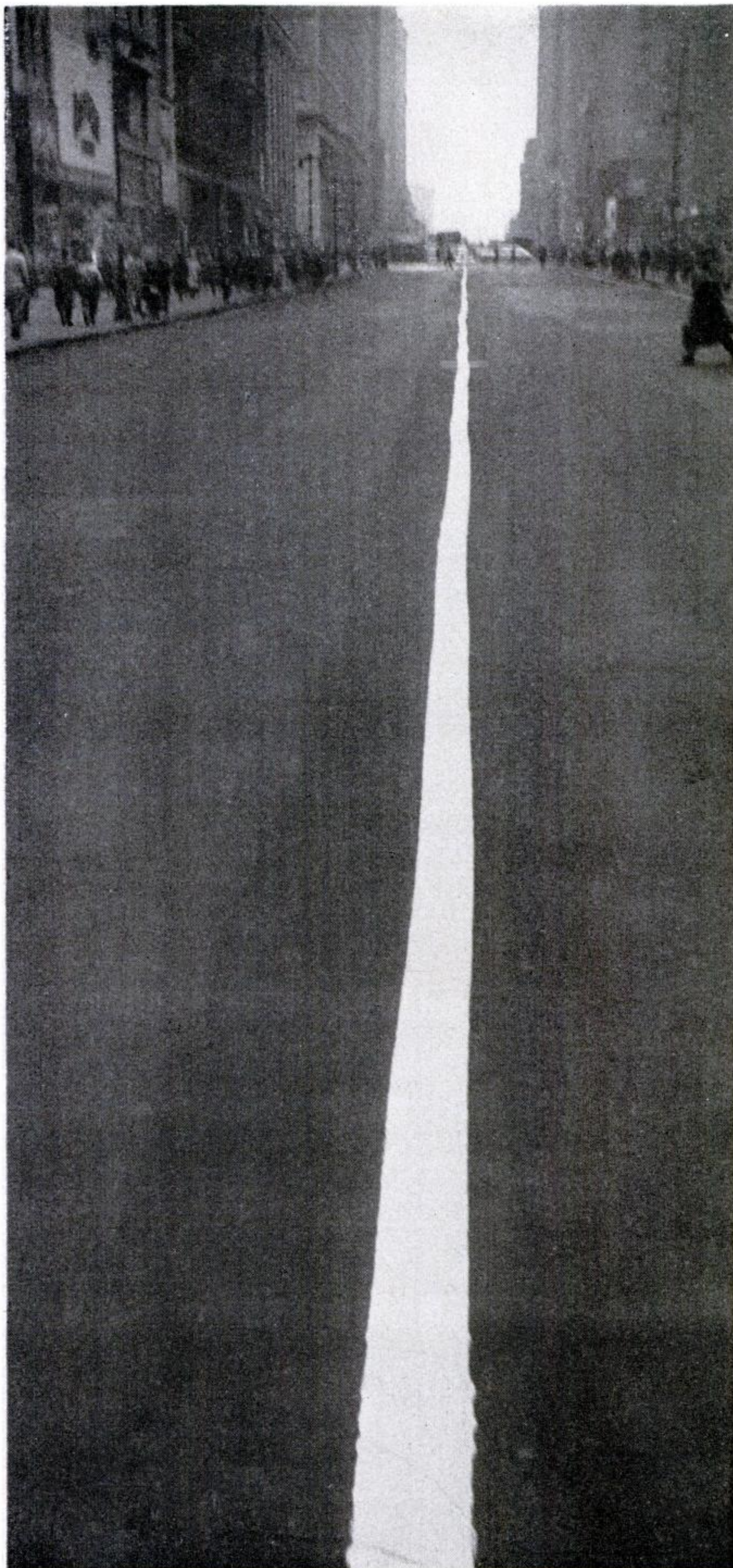
DRESSED IN HIS WORN SUNDAY BEST, A PARISHIONER LISTENS INTENTLY TO THE SUNDAY MORNING SESSION



AN OLD WOMAN RELIGIOUSLY PORES OVER PAGES OF HER BIBLE



ANCIENT PREACHER TALKS TO HIS CONGREGATION, READING TO THEM FROM THE WORD OF GOD



NEW YORK'S BUSY 34th STREET IS CLEARED FOR PROCESSION, LEAVING WHITE LINE ALONE ON THE AVENUE



FRANK'S WIFE MARY PREPARES TO NURSE THEIR BABY

POET'S CAMERA SEES EVERYTHING

Second Prize was won by Swiss-born Photographer Robert Frank, 27. A contest judge called him "a poet with a camera," and Frank himself declares, "When people look at my pictures I want them to feel the way they do when they want to read a line of a poem twice." Scorning trick pictures and overdone fads, Frank aims his camera at familiar "little" things—his wife nursing their child, an empty street in Manhattan, a young man who has bought a flower to surprise his girl—and from these he tries "to capture a moment." By Frank's stubbornly high standards such moments are scarce. "I can be happy if I have a few good pictures," he says. "No one has a very good one very often."



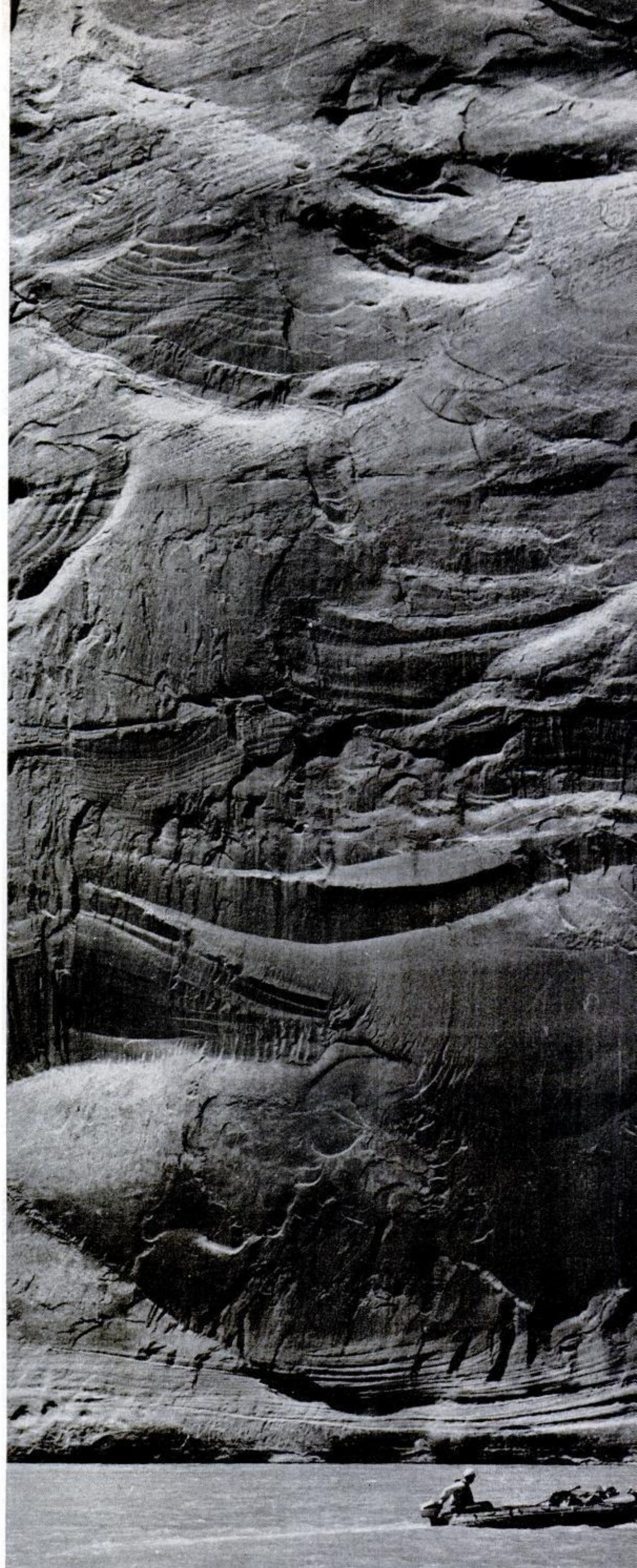
A YOUNG MAN BUYS HIS GIRL A TULIP AS A SURPRISE



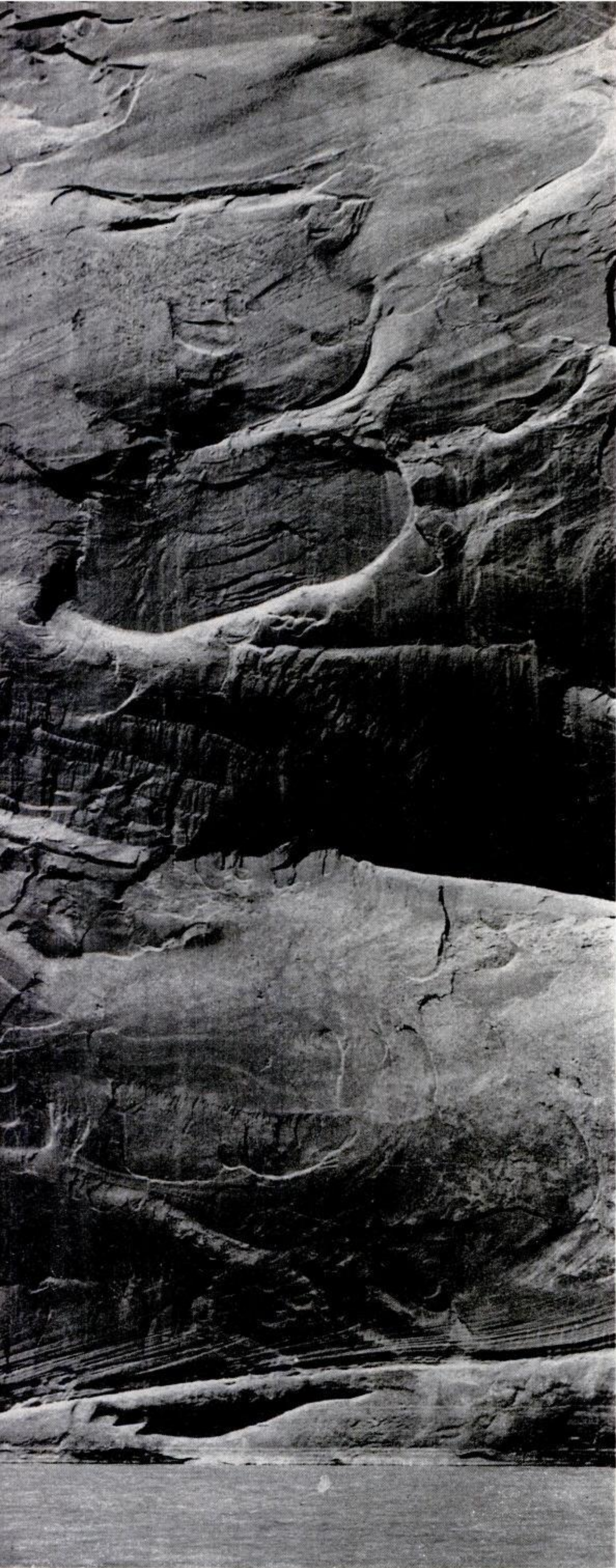
3rd PRIZE is by Ruth Orkin, 30, who calls this picture "Madonna and Child." Miss Orkin, who also won First Honorable Mention in the Story Division (pp. 68, 69), started with a 39¢ camera at the age of 10, taught herself technique from books and decided at 23 to be a professional. She hates to photograph scenery because it depends on weather, would rather "watch people for 24 hours."



5th PRIZE is John Goeller's gentle portrait of a young polio victim. A medical photographer at New York University's College of Medicine, 24-year-old Goeller was asked to take technical pictures of polio braces, showing what they looked like and how they worked. "It nearly killed me. I kept looking at the faces of the children, thinking of their relationship to the braces and the disease."



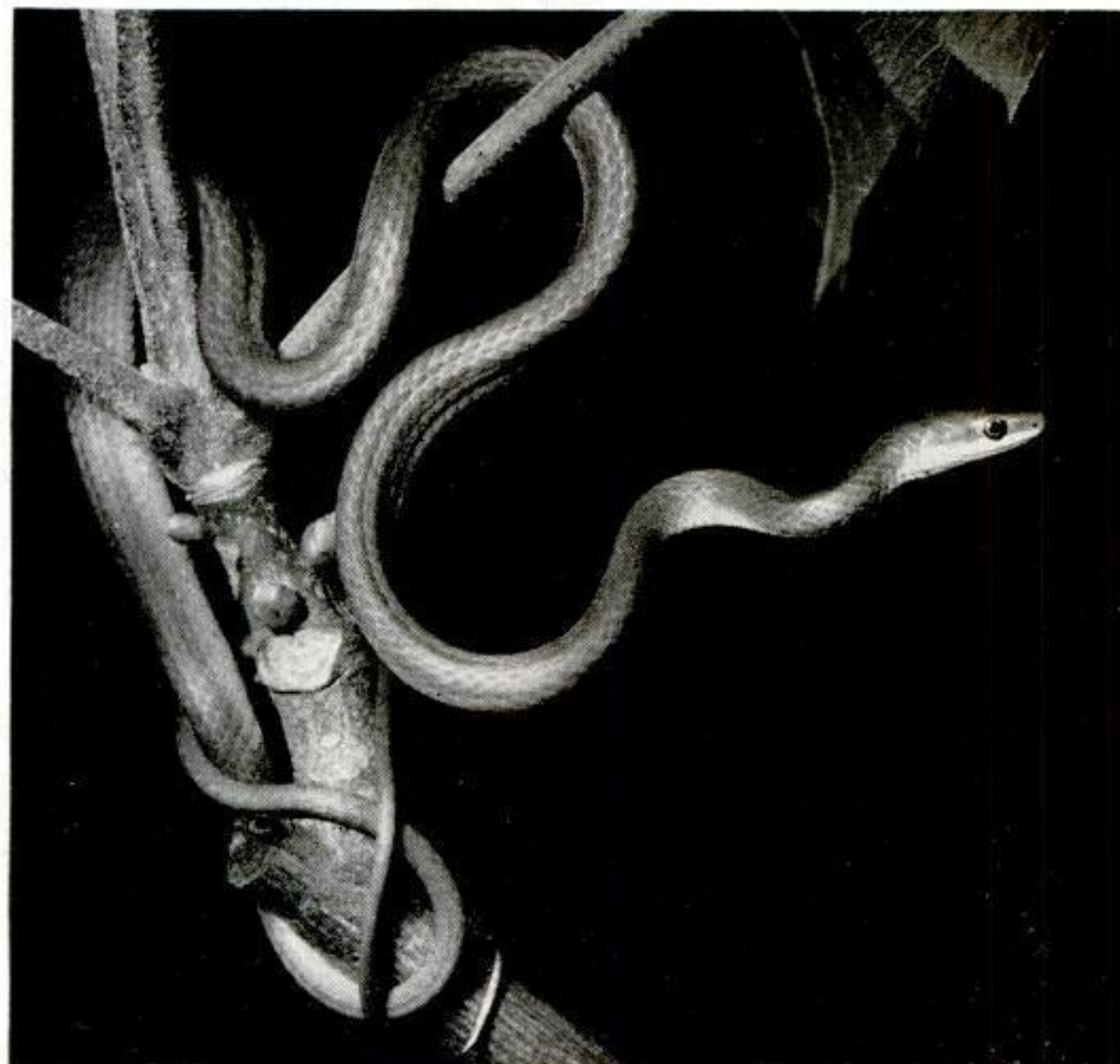
1st HONORABLE MENTION (above) was won by J. Malan Heslop, 28, who photographed a tiny boat against mammoth Tapestry Wall, a limestone cliff on the Colorado River near Utah-Arizona border. Heslop, a photographer for Salt Lake City's *Deseret News*, does not believe in "snap-snap-snap" photography, tries to make every picture "the most important I will ever take."



1st HONORABLE MENTION (right) is 28-year-old Jack Dermid's flowing portrait of a harmless green snake. Chief photographer of the North Carolina Wildlife Resources Commission, Dermid photographs everything from bugs to bears. He considers snakes his most difficult subject, often spends hours trying to catch them in graceful curves instead of "looking like a pile of rope."



4th PRIZE by Brooklyn-born Louis Stettner, 29, caught two English ladies in Paris, bundled to the ears against a sharp wind and a foreign land, marching briskly past the Louvre (background). Stettner, who is working on a book called *Intimate Paris*, noticed the ladies while he was walking along the Seine, "danced around them to get the rhythm of their pace and finally snapped them."





1st HONORABLE MENTION by Delmar Watson, 25, who also won a Story Division Honorable Mention, shows huge waves hitting Redondo Beach, Calif. during a storm. Seconds later one of the men at corner was hurt as waters smashed against him.



1st HONORABLE MENTION by Richard Peterson, 25, records the anguish of Oklahoma A & M coach J. B. Whitworth as he walks back to bench after Tulsa University ran up a third touchdown (see scoreboard) against his scoreless team.

1st HONORABLE MENTION shows women battling for bargains in Macy's during 1951 price war. The picture was taken by Acme Newspictures Photographer Arthur Rickerby, 30, who also won Honorable Mention in Story Division (p. 70).



PIECES OF *Beef* APLENTY
Vegetables GALORE
 MAKE A HUNGRY FAMILY
 SMILE AND ASK FOR *More!*



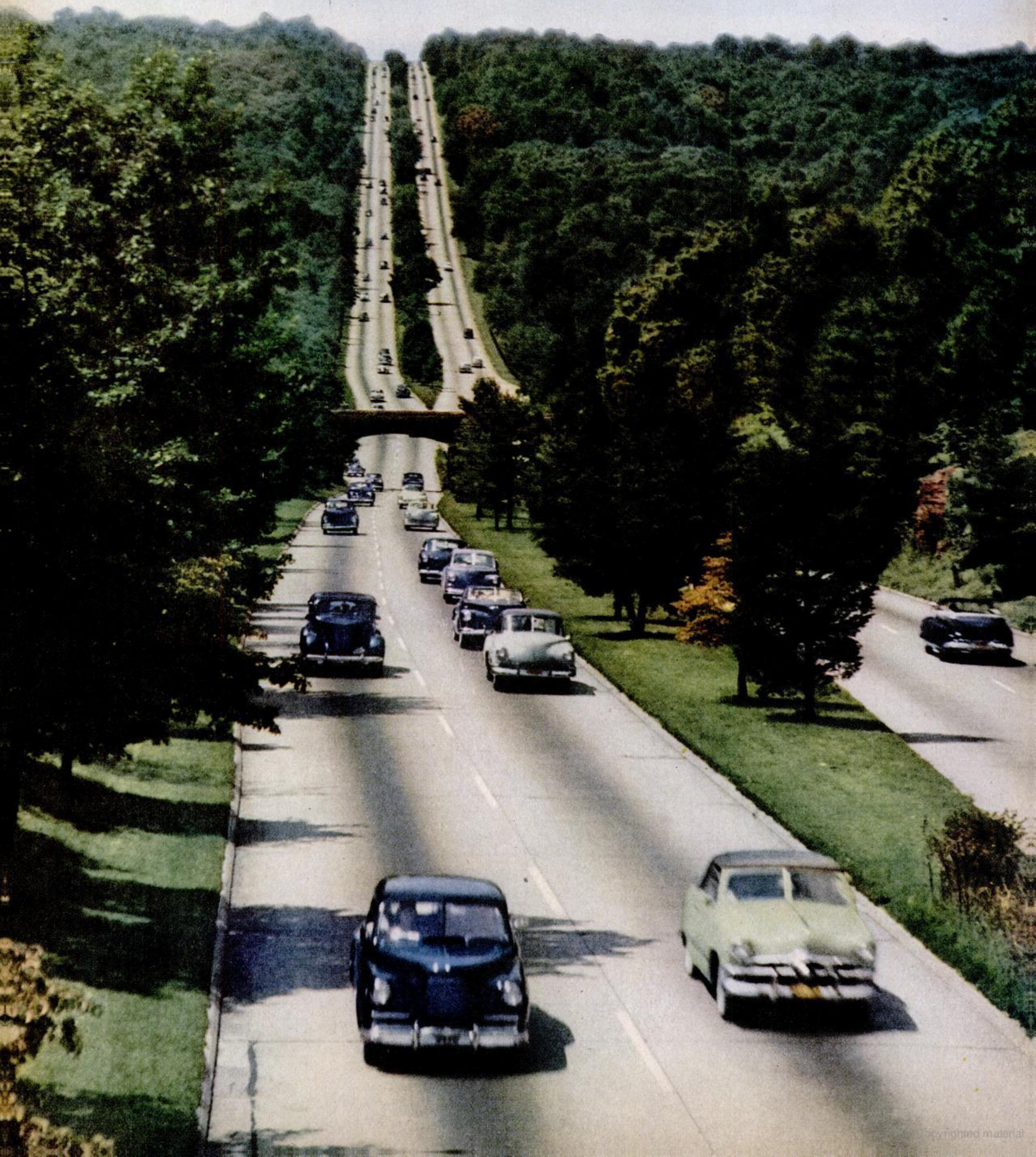
Campbell's VEGETABLE BEEF SOUP
 "THE SQUARE-MEAL SOUP"

A hearty main dish enriched with beef... it's not so easy to provide, these days, on most families' food budgets! That's why so many mothers keep several cans of Campbell's Vegetable Beef Soup always on their soup shelves. They

know the children... and Daddy, too... will go for those tender pieces of beef... those luscious vegetables... mingled in a rich, homey beef stock. It's delicious... and nourishing! For grand good eating, try this square-meal soup!



THE AMERICAN ROAD



Once it was 2,151 miles long— now it runs for 3,322,000 miles

In the good old days, when Henry Ford was still tinkering with his first cars, motoring was a risky and a random thing. But your first drive was unforgettable.

You put on your cap, goggles, gauntlets, leather driving coat and leggings; your nervous sweetheart donned her snug ankle-length duster, and wound around her head a fringed silk auto scarf, 90 inches long. The wicker picnic hamper was packed with cold chicken, sharp cheese and hard-boiled eggs.

You set the throttle and the spark levers. You had to watch out or you would get a jolt that would knock your elbow loose. You cranked furiously and leaped over the door into the driver's seat. The car was jumping as if it would fly apart. Then you pushed the gas lever up and up, and stepped on the "low" pedal. With a groan and a clank, you were off into adventure, flying along at 25 miles an hour.

Where did you go on your first trip? Everybody went to the End of the Road. In those days there *was* an *End of the Road*. Outside the stone streets of the cities, the road soon died in choking dust or in deep ruts of thick chocolate mud. Great stretches of the nation were unreachable—and undeveloped.

The automobile changed all that. Today the American Road has no end; the road that went nowhere now goes everywhere. One of every seven Americans has a job in the field of highway transportation; a million Americans make cars and parts; a million and a half service and sell cars. Three of every four families own an automobile; Ford alone has built more than 35,000,000 cars.

The funny-looking little contraption on the delicate bicycle wheels became the source of the greatest industry in the world; it has changed all the world's ways of living and thinking.

Persons, things and places in the nation depend on auto wheels. The wheels roll on endlessly, always moving, always forward—and always lengthening the American Road. On that road, the nation is steadily traveling beyond the troubles of this century, constantly heading toward finer tomorrows. The American Road is paved with hope. The years ahead shine with the achievements that are now only dreams—for tomorrow's works will dwarf our own.

At Ford Motor Company, we have faith in the American Road. We believe that America can keep traveling on it toward an even better life for all. We intend to keep contributing to the bright promise of that future.

Ford Motor Company

FORD • LINCOLN • MERCURY CARS
FORD TRUCKS AND TRACTORS

MERRITT PARKWAY, NEAR NEW CANAAN, CONN. LAST YEAR AMERICANS TRAVELED MORE THAN 465 BILLION MILES IN THEIR OWN COUNTRY.



NEAR EAST CORINTH, VT. ONCE MANY TOWNS COULD BE REACHED ONLY BY RAILROAD; NOW 50,000 TOWNS HAVE NO RAIL OUTLET.



*A great Martini must know the right people...
and here they are!*

Without them, no Martini can be at its best. For they put a Martini on the road to greatness by giving it the right start in life... a *great gin!*

These men from faraway lands produce the IMPORTED BOTANICALS used in Hiram Walker's Gin. The juniper. The coriander. The cassia. The many delicate herbs, barks and berries from Italy, Indo-China, Saxony, Spain—the best in the world.

Yet, only the cream of the cream goes into Hiram Walker's Gin. Fine as they are, these matchless botanicals are finer in some years than in others—they have their best, their "vintage" years. *That's* when we buy them—and *only* then.

Taste what a difference imported botanicals make in any gin drink. And learn why the best mixers insist upon Hiram Walker's Gin for a Martini that makes them say "That's great!"

HIRAM
WALKER'S
Distilled London Dry
GIN



90 proof. Distilled from 100% American grain.
Hiram Walker & Sons Inc., Peoria, Ill.

COMPLETE LIST OF THE WINNERS PICTURE STORY DIVISION

1st PRIZE \$3,000
DENNIS STOCK, New York, New York

2nd PRIZE \$1,500
ELLIOTT ERWITT, APO 403, c/o Postmaster,
New York, New York

3rd PRIZE \$1,000
ESTHER BUBLEY, New York, New York

4th PRIZE \$600
ALFRED GESCHEIDT, New York, New York

5th PRIZE \$400
REGINA FISHER, New York, New York

**FIRST HONORABLE MENTION
5 PRIZES OF \$100 EACH**

DAVID BROOKS, Darien, Connecticut
CLYDE WILLIAM HARE JR., Bloomington, Indiana
SAUL LEITER, New York, New York
RUTH ORKIN, New York, New York
RICHARD SAUNDERS, New York, New York

**SECOND HONORABLE MENTION
15 PRIZES OF \$50 EACH**

MICHEL ALEXITCH, New York, New York
JORDAN JOEL BERNSTEIN, Chicago, Illinois
RAYMOND F. CICERO, Maspeth, New York
BARNEY COWHERD, Louisville, Kentucky
CLARK DEAN, Minneapolis, Minnesota
MARVIN GOLDMAN, Philadelphia, Pennsylvania
DONALD A. MACK, New York, New York
BERNARD NEWMAN, New York, New York
ERNEST PALINKAS, New York, New York
WILLIAM P. SANDERS, Miami, Florida
ARTHUR SCHATZ, Brooklyn, New York
CARROLL SEGHERS II, Miami, Florida
G. FREDERICK SHALLER, New York, New York
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JAMES E. HANNING, Bloomington, Indiana
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ERIKA P. KLOPPER, New York, New York
MARVIN KONER, Brooklyn, New York
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EARL SEUBERT, Minneapolis, Minnesota
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MICHAEL WIGDERSON, Miami Beach, Florida
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CONTINUED ON NEXT PAGE

*Now - a Toaster
that waits for the eggs!*



See the General Electric Automatic Toaster at your G.E. dealer's.

**General Electric Automatic Toaster keeps your toast down
till you want it, or pops it up!**

When you want it!

This new General Electric Automatic Toaster will pop toast up when you're ready for it. Or, if you prefer to wait, just set the control knob and a special built-in device will keep that wonderful, golden-brown toast down until you want it.

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G-E leaves all this up to you. Whether you like it light, medium or dark . . . you can have it *your way*! Just set the control knob and let this G-E beauty toast every piece . . . *uniformly* . . . from the first slice to the last, whether it's two or twenty. Every slice so crisp and munchy, too!

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It's so easy! All you do is snap out the Crumb Tray . . . clean it in 10 speedy seconds . . . snap it back in again! No more turning toaster upside down to empty crumbs! General Electric Co., Bridgeport 2, Connecticut.

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GENERAL  ELECTRIC

Take **NULLO** like a vitamin- GOODBYE BODY ODORS!

ALL DAY... ALL OVER



No other kind of Deodorant
protects you all day... all over!

Now, take your deodorant like a vitamin and stay fresh *all day... all over!* It's so simple, so easy! Just swallow a Nullo tablet once or twice a day. Then no matter how hot the day, how stuffy the room, what time of the month, you're as fresh as though you'd stepped right out of a shower. Unlike other kinds of deodorants, Nullo protects you *all day... all over!*

There never was anything like Nullo before. It's chlorophyll—Nature's Deodorant. Safe as a lettuce leaf!

FULL STRENGTH
Pocket size 29c
Family size \$1.25
Economy pkg. \$2.95

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(GENUINE NULLO IN THE
ECONOMICAL BREATH SIZE)

Chew a pleasant tasting Nullo Junior tablet to *instantly* clean your breath of unpleasant odors, even beer, onions, tobacco.

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RUTH ORKIN, New York, New York

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LOUIS STETTNER, Far Rockaway, New York

5th PRIZE \$300

JOHN P. GOELLER, Long Island City, New York

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RICHARD A. PETERSON, Oklahoma City, Oklahoma

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15 PRIZES OF \$50 EACH

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GRIFFITH J. DAVIS, New York, New York

MORRIS A. ENGLE, Denver, Colorado

HAROLD FEINSTEIN, Brooklyn, New York

ALFRED GESCHIEDT, New York, New York

BURTON S. GLINN, New York, New York

GEORGE E. HOLTON, Bethlehem, Pennsylvania

QUENTIN KEYNES, New York, New York

GEORGE KOSHOLLEK Jr., Milwaukee, Wisconsin

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27 PRIZES OF \$25 EACH

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ARNOLD S. DEL CARLO, San Jose, California

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DUANE W. GARRETT, Boise, Idaho

GUY GILLETTE, Staten Island, New York

CLYDE WILLIAM HARE JR., Bloomington, Indiana

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ERNEST PALINKAS, New York, New York

THOMAS PALUMBO, New York, New York

ARTHUR SCHATZ, Brooklyn, New York

HARRY W. SCHULKE, Brecksville, Ohio

JOEL E. STRASSER, Sioux Falls, South Dakota

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LORETTA UNG, Hawthorne, California

STEPHEN WARNER, Westmoreland Depot,

New Hampshire

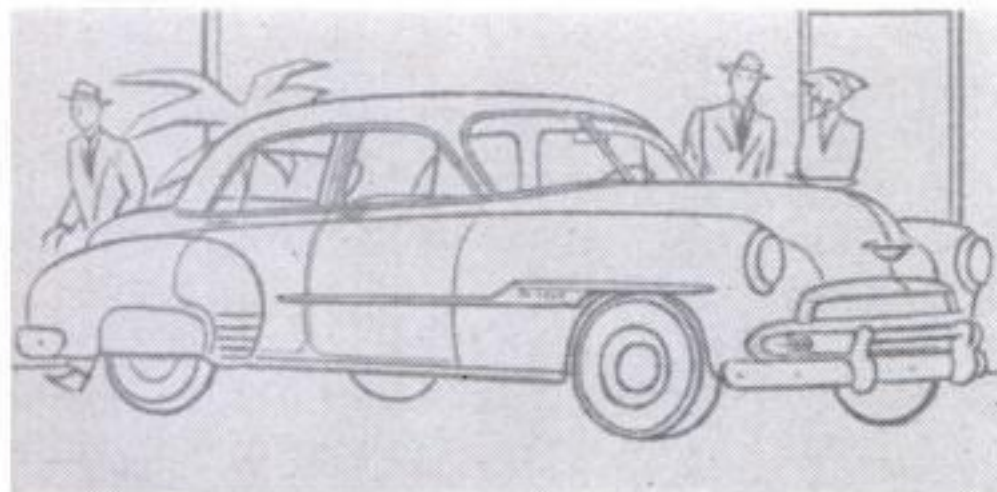
ROBERT JAMES WITT, New York, New York

JEROME YULSMAN, New York, New York

CONTINUED ON PAGE 32



Chevrolet's enduring quality is your reward for thoughtful buying



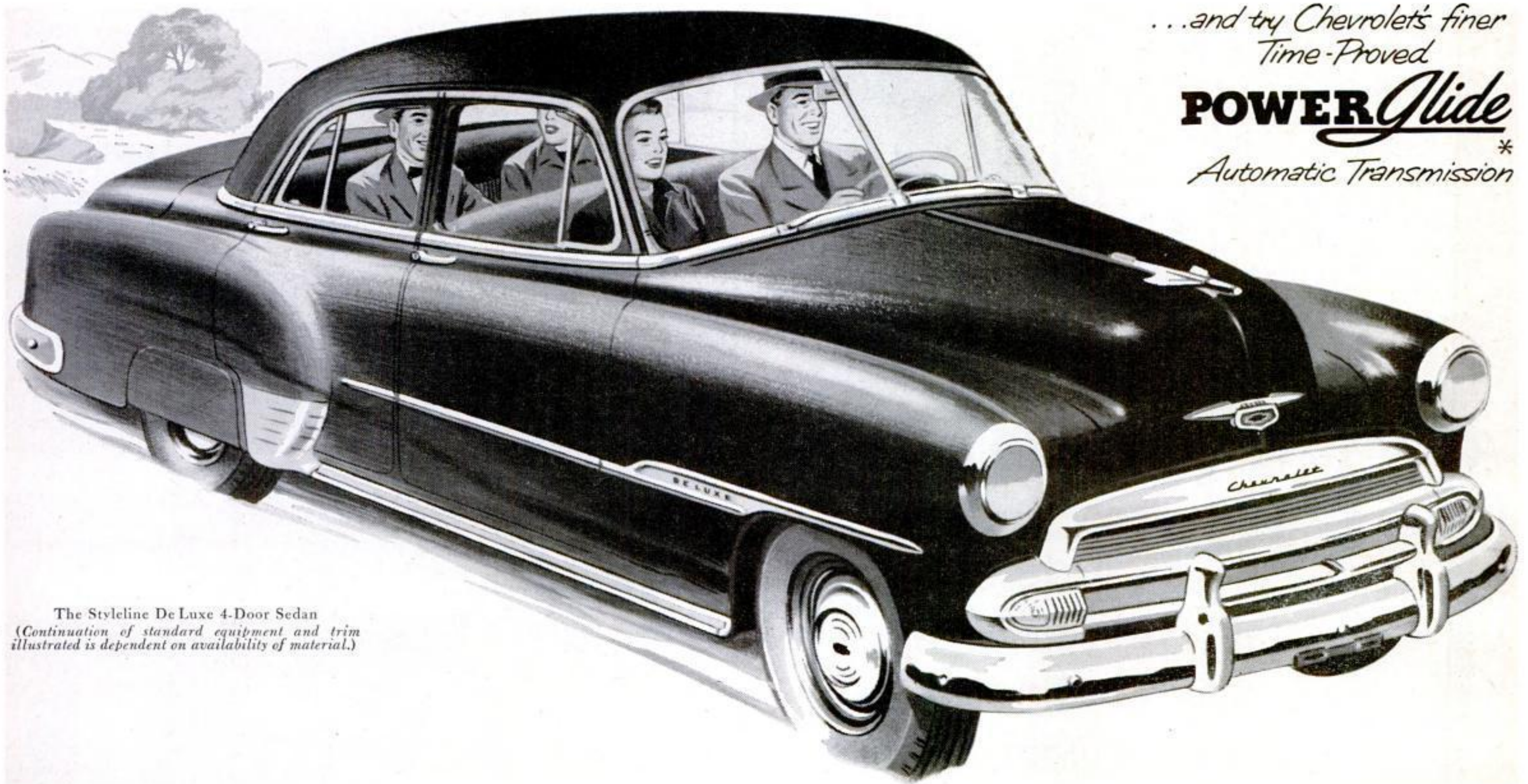
Size up the Styling



Road-test the Ride



Put it through its Paces



The Styleline De Luxe 4-Door Sedan
(Continuation of standard equipment and trim
illustrated is dependent on availability of material.)

...and try Chevrolet's finer
Time-Proved
POWERglide*
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Pound for pound, feature for feature,
Chevrolet sizes up as America's
largest and finest low-priced car!

It's *longest and heaviest* in its field,
and you'll know that for a fact
by the solid way it takes to the road,
and the sweeping lines of its Body by Fisher.

It's *far ahead in fine-car features*,
and every one adds greatly to *lasting value*!
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for *more lasting smoothness*—
Valve-in-Head engine
for *more lasting economy*—
Center-Point Steering
for *more lasting handling ease*—

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More size, more quality, *more car*,
in the lowest-priced line of the low-price field.
That's your reward for choosing—Chevrolet!
Chevrolet Division of General Motors,
Detroit 2, Michigan

*Combination of Powerglide automatic transmission and 105-h.p. engine optional on De Luxe models at extra cost.

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

Gifts that last

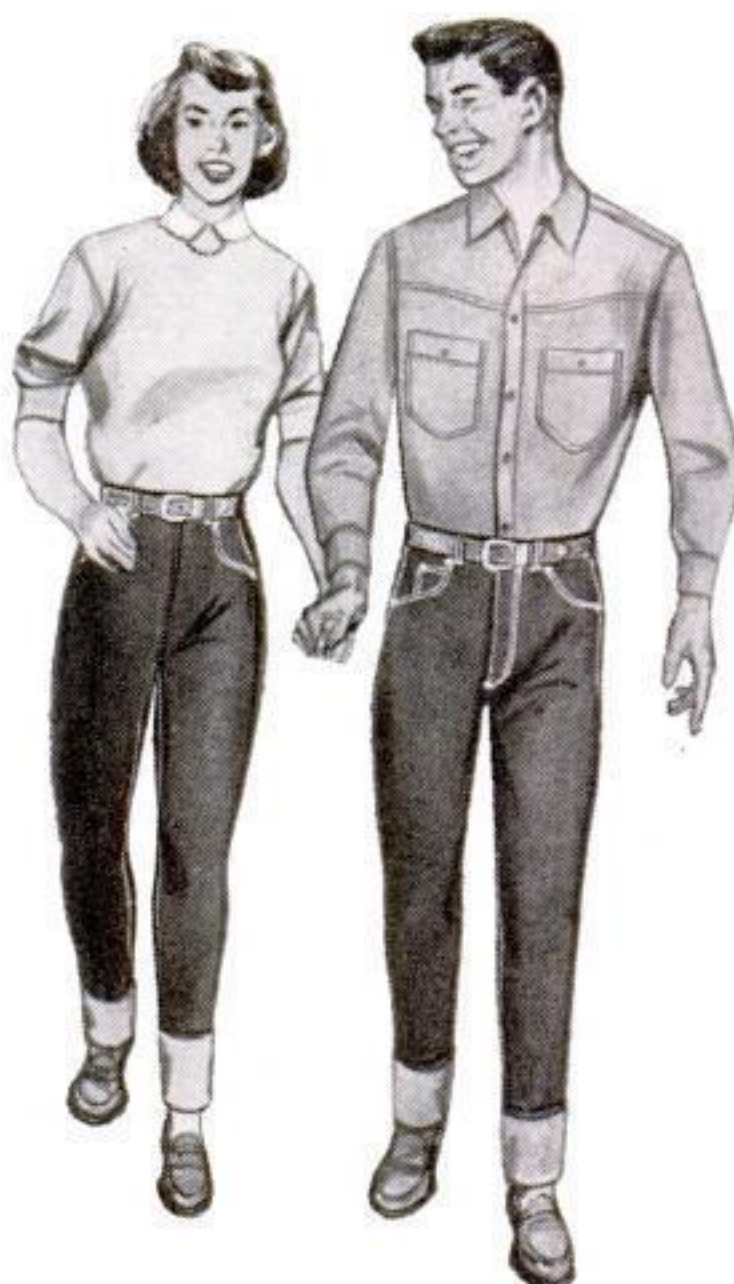
FOR THE WHOLE FAMILY!



Buddy Lee Dolls

Made of durable plastic

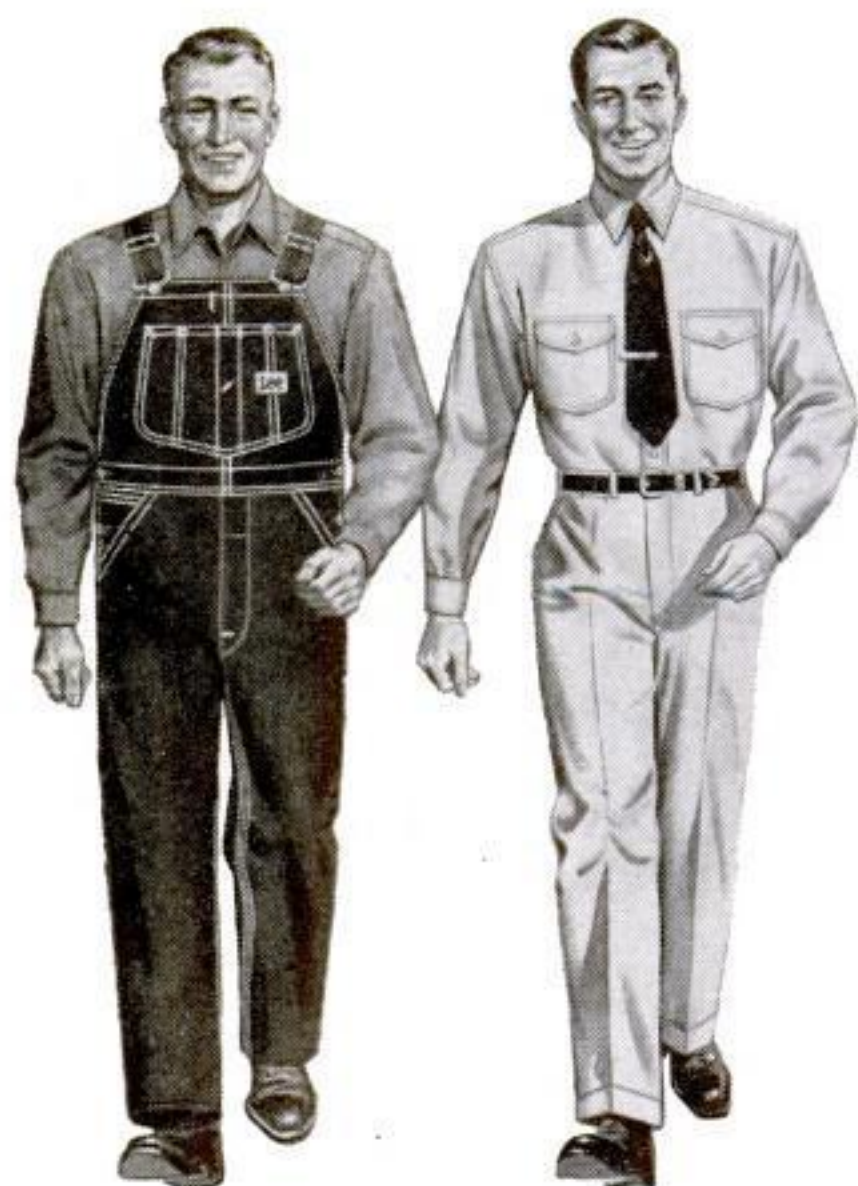
These dolls reflect the joy of Christmas 365 days a year. Both dolls stand 14½ inches high, including hats, and are individually boxed. If your Lee Dealer cannot supply you, write nearest Lee factory.



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Snug fitting, long wearing, comfortable. Sanforized. For men, women, boys and girls. Side zipper optional for women and girls. Rider Jackets for men and boys.



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WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES

THE JUDGES



STEICHEN

Looking at thousands of photographs, judging each carefully against the other, is eye-straining, nerve-stretching work. LIFE's seven judges came to their job well prepared by experience. Edward Steichen, long recognized as one of the world's greatest photographers, directs the department of photography at New York's Museum of Modern Art. Julius H. Klyman is the editor of *Pictures*, the Sunday photographic supplement of the St. Louis *Post-Dispatch*. James Wong Howe, who got his start making studio portraits, has been a movie cameraman since 1918, making such first-rate Hollywood films as *The Brave Bulls* and *Abe Lincoln in Illinois*. Roy Stryker probably did more than any other man to develop the still photograph as a useful social document, first at the Farm Security Administration during the '30s and more recently at the University of Pittsburgh's Photographic Library and the Standard Oil Company of New Jersey. The three LIFE staff members on the panel, Managing Editor Edward K. Thompson, Assistant Picture Editor and Laboratories



STRYKER



THOMPSON

Chief Frank Scherschel and Photographer Peter Stackpole, together represent a total of more than 75 years of working photographic experience. The panel met for the first time on Oct. 16 at New York's Barbizon-Plaza Hotel. For the next four days, for 10 hours each day, they were completely occupied with the study and ranking of the 3,000 photographs which had passed a preliminary screening by LIFE's editors. The judges, who were not given the names of any of the entrants until the contest was decided, began their work by walking through a labyrinthian maze of panels on which competing photographs in the individual division were mounted. After hours of trudging back and forth in front of the pictures, they tallied their scores (sets were graded from 10 down to zero). Pictures in the top half were taken down from the panels and, like all the picture stories, were shown to the judges one set at a time. For this the judges sat in a semicircle in front of a low black easel 12 feet long upon which each set was placed as it was brought up for consideration. To a large extent the



KLYMAN



HOWE

discussion that accompanied the scoring determined the top winners. One such discussion lasted two hours and eventually broke what was, arithmetically at least, a virtual three-way deadlock for first place in the individual pictures division. What did the judges think of the work of the young photographers? They liked it, particularly in the picture-story division where most of the entrants showed a real talent not only in taking pictures but in editing them down to a dramatic and economic choice for the contest. Their work, while showing the influence of already established photographers, showed a healthy creativeness. Said Thompson, "They are catching up with the great people already in the field. They are doing their homework at the moment, which is a good thing." The somber overtones of many of the stories and obvious social seriousness shown by the entrants were a point of marked interest to the panel. Was this a reflection of the times? "No," said Roy Stryker. "Tragedy lends itself to photography. A gnarled tree that has had a limb broken




SCHERSCHEL



STACKPOLE

off by a storm has always appealed to an artist more than a perfectly nice, round maple that grew on a lawn and made a balloon of itself." Seventy-two-year-old Edward Steichen, who in his museum job sees hundreds of hopeful young photographers each year, summed up his opinion this way, "If anybody is going to shoot up through the general level of mediocrity in much of today's photography, it's these top kids in the contest who are going to do it, not the photographic plumbers."



Let others spin yarns
of cigarette cure-alls —

Old Gold

cures just one thing:
The World's Best Tobacco!

While the others are all wound up in medical claims, we remind you of this:

No other leading cigarette is less irritating . . . or easier on the throat, or contains less nicotine than Old Gold cigarettes. This conclusion was established on evidence by the U. S. Government.

PHOTOGRAPHED AT OLD STURBRIDGE VILLAGE MUSEUM, STURBRIDGE, MASS.

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GLOVES • STOCKINGS • UNDERTHINGS



Lavished with nylon lace. \$10.95

Tailored with nylon net. \$6.95

Nylon lace on nylon net. \$16.95

With nylon shadow embroidery. \$8.95

*Four fabulous slips
fashioned of nylon tricot by Van Raalte*

"BECAUSE YOU LOVE NICE THINGS"



—and Van Raalte is famous
for gloves and stockings, too!

2nd HONORABLE MENTION
STORY DIVISION



TWO MEN IN A STRANGE BALLET



WHO ARE THEY?
SEE NEXT PAGE

**No other way of shaving...
no other shaving cream
gives you closer,
cleaner, longer-
lasting shaves...
and is so good
for your skin!**



TRY IT!



No brush
No lather
No rub-in

**Install it-
Forget it!**



- 50% longer life!
- Goodyear dependability!
- Needs water only 3 times a year in normal car use!

As good as the name it bears—

GOODYEAR
DRY-PROOF
DOUBLE EAGLE BATTERY

Double Eagle—T.M. The Goodyear Tire & Rubber Co., Akron, Ohio



WHO IS THIS ALL TIME ALL-AMERICAN?

HINT: He made the number "77" famous!

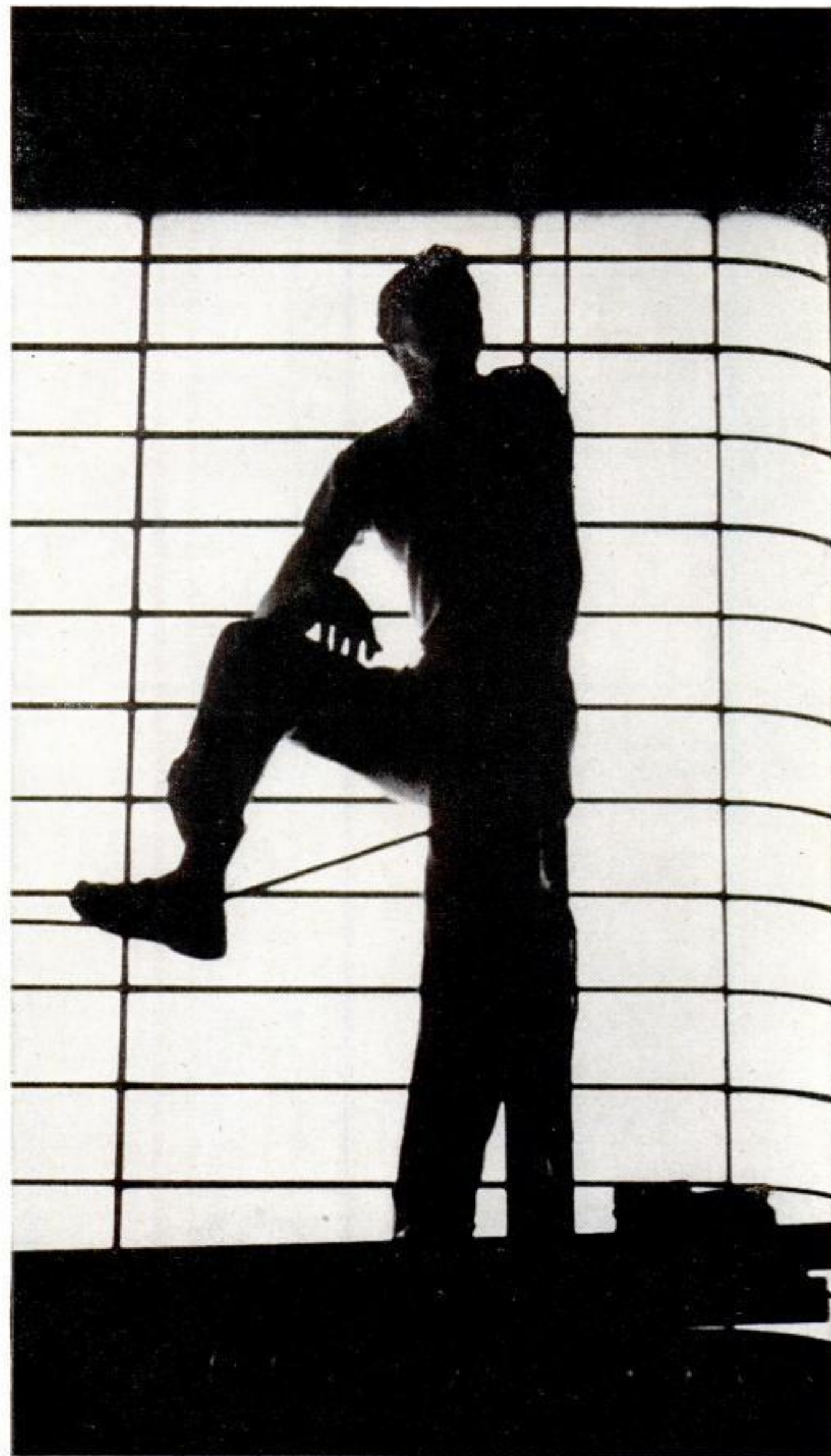
FOR THE ANSWER: Look for a picture of two colorful football stadium bowls elsewhere in this issue. You'll find this famous All-American there enjoying his "Kick-Off Breakfast" . . . featuring Wheaties and canned Fruit Cocktail from California! **General Mills, Inc.**

SUN-MAID RAISINS ARE HEALTHFUL - AN IDEAL SWEET FOR CHILDREN!

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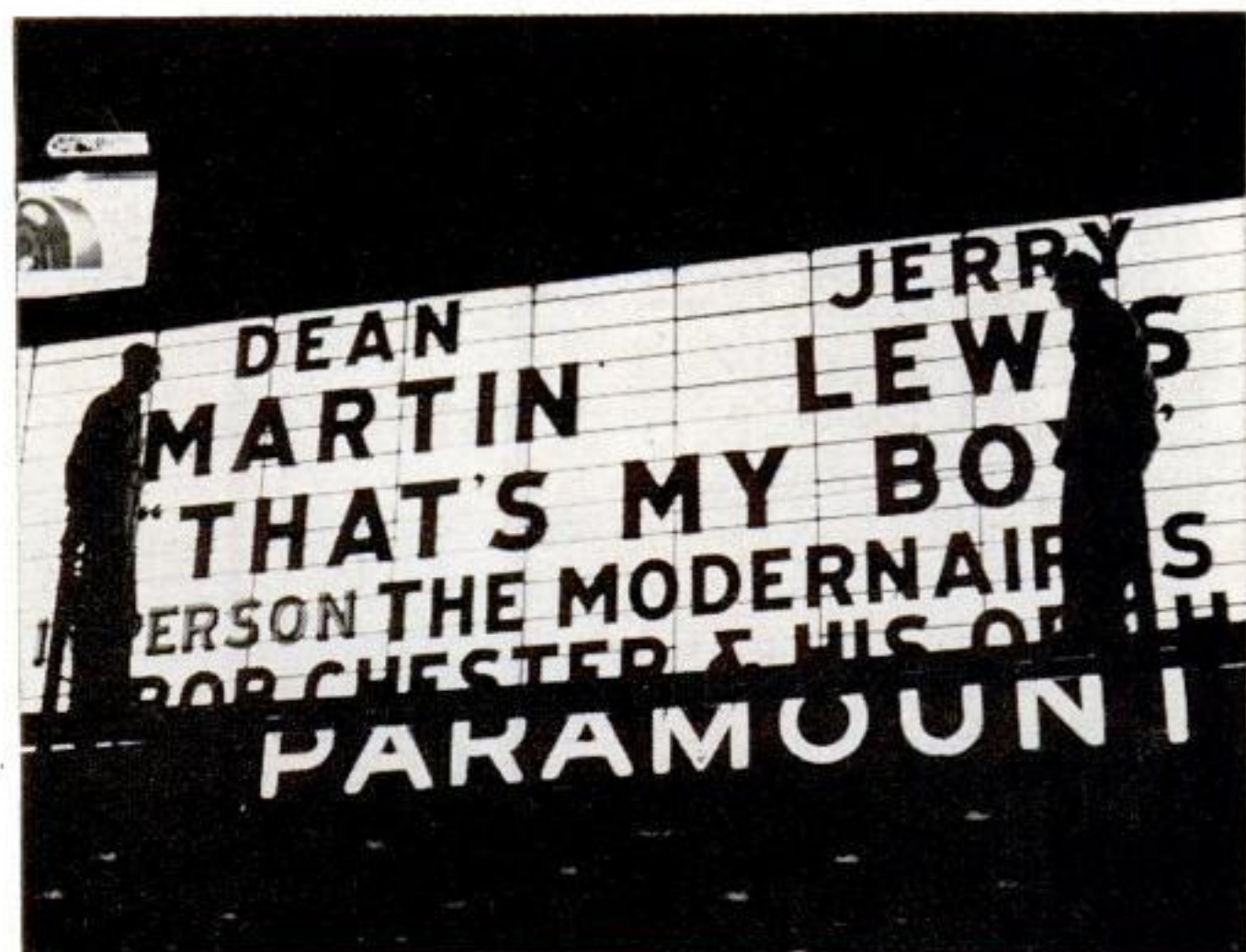
Ask Your Grocer For The SUN-MAID THRIFT-I-PAK 6 Handy Pocket Packs At A New Low Price!

Strange Ballet CONTINUED



THEY ARE SIGN CHANGERS

The men performing the fantastic dance on the preceding page are electricians on a scaffold above Times Square washing the Paramount's movie marquee, replacing light bulbs and changing the sign for the next movie. The man who photographed them is 27-year-old, Paris-born Michel Alexitch, who studied at the Sorbonne, fought in the French underground, then came to the U.S. to be a full-time photographer.





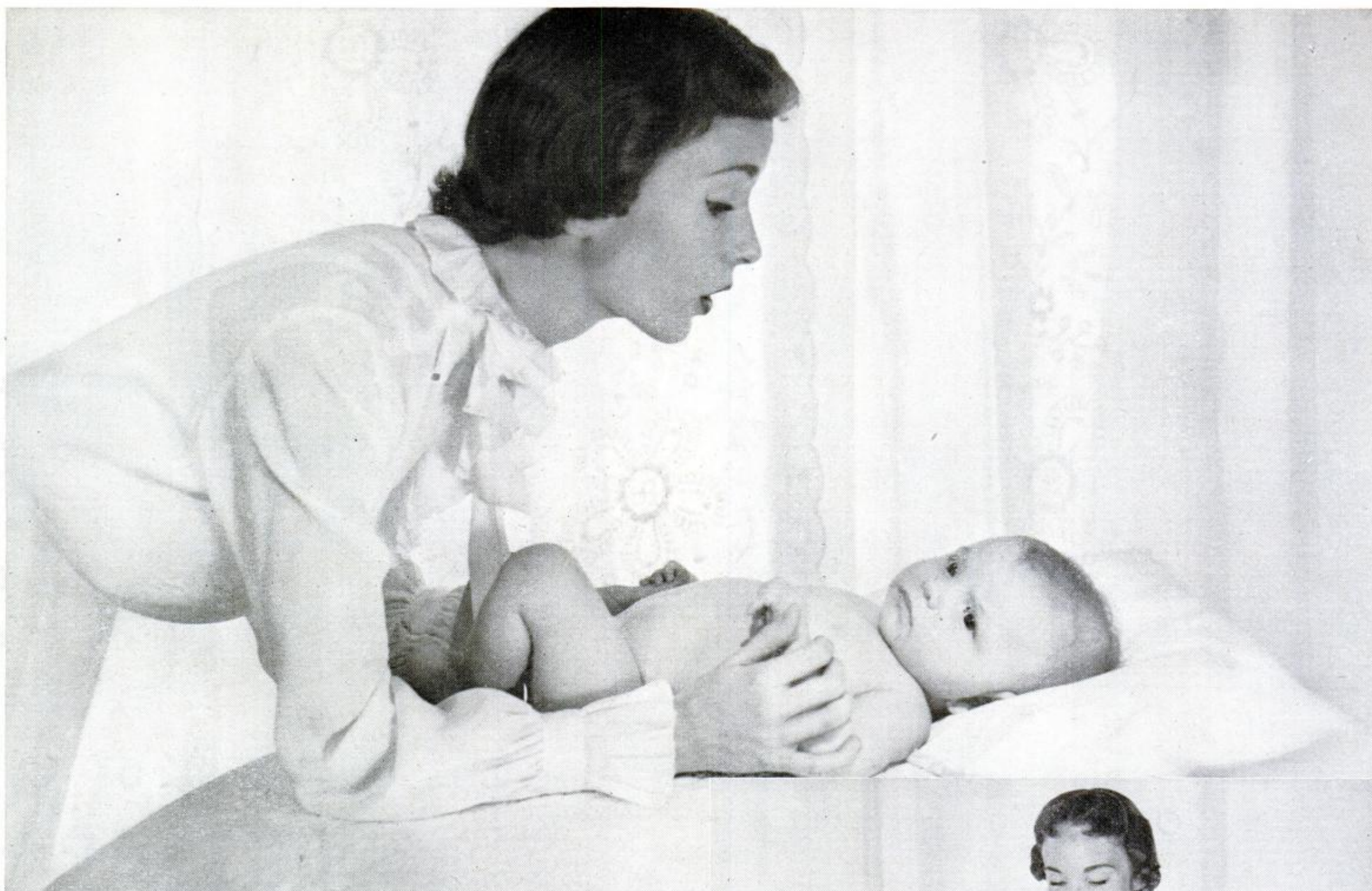
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Known by the Company it Keeps

Seagram's **VO**

CANADIAN WHISKY—A BLEND . . . OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD.
86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.



Just the touch of your baby's skin tells you how delicate, how sensitive it is. His skin actually is thinner than yours, you know. Skin studies show it might chafe more quickly, be "injured" more easily. That's why you're so careful to see that whatever touches his thinner skin is soft and gentle as a lullaby.

*His tender skin needs
your constant care*



More and more mothers are finding the ideal combination of "tender skin" qualities in ScotTissue. You will discover too, that ScotTissue's greater value makes it the perfect choice for the whole family. You get 1000 generous-size sheets to a roll. ScotTissue goes further, lasts longer. "ScotTissue," "Soft as old Linen," Reg. U. S. Pat. Off.



You choose his little toys with care to be sure they are *softest* soft and "safe" for his tender skin. And when selecting his bathroom tissue you're careful to look for 3 "tender skin" qualities. Old linen softness that doesn't chafe. High absorbency for quick cleansing. Just the right strength to resist tearing.

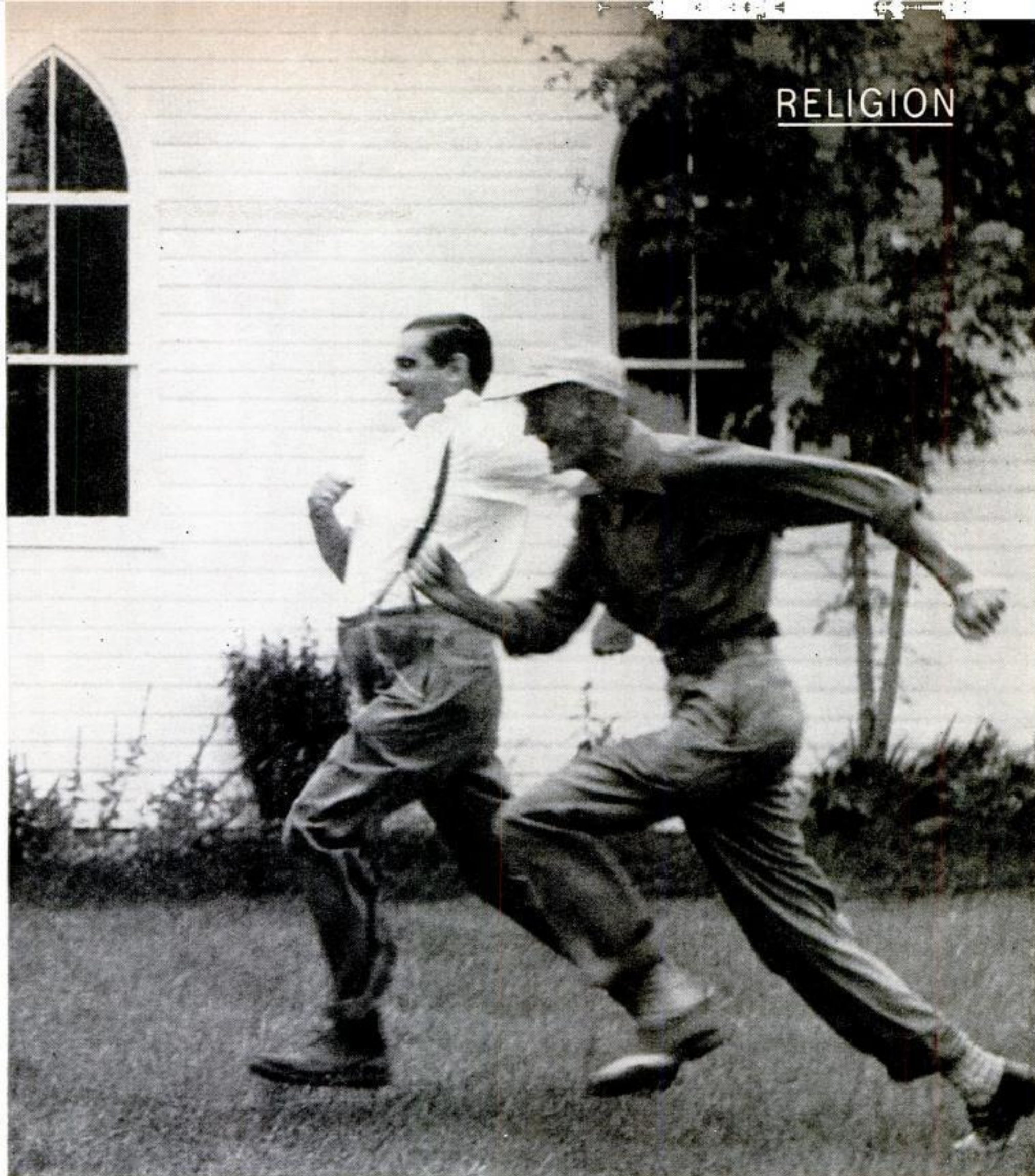


1000 Generous-Size Sheets — Soft as old Linen

1st HONORABLE MENTION
STORY DIVISION

PICNIC AT EDEN CHURCH

In Haultain, Ont., as in countless other small towns, the big social event of the summer is the local church picnic, where townspeople show off their best cakes and pies, exhibit handwork done during the winter and engage in light games and friendly gossip. Last summer 28-year-old free-lancer David Brooks of Darien, Conn., on the lookout for possible subjects for LIFE's competition, spent an afternoon photographing the picnic at Haultain's Eden United Church. A careful worker, Brooks took only 40 exposures in all, enlarged only eight. Although not entirely satisfied with what he got, he decided to send them in anyway. His skillful, good-natured documentation won him a First Honorable Mention in the picture story division.



RELIGION

CLOWNING AT THE PICNIC, TWO MEN RACED EACH OTHER, ARMS WAVING WILDLY AND BREATHS COMING IN LOUD PUFFS



BROOKS WAITED FOR SEVERAL MINUTES TO GET THIS GALLERY OF PICNIC FACES, SNAPPED THE SHUTTER WHEN WOMAN GETTING UP GAVE HIM THE ACTION HE WANTED

Feel it! See it!

The Grooming "PLUS"

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Discover the stimulating tingle Vitalis gives your scalp — the neat, well-cared-for look it gives your hair.



FEEL the difference
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50 seconds' brisk massage with stimulating Vitalis and you **FEEL** the difference in your scalp—prevent dryness, rout embarrassing flaky dandruff. (Vitalis actually kills germs associated with infectious dandruff!)



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Then 10 seconds to comb and you **SEE** the difference in your hair—far handsomer, healthier-looking, neatly groomed. Vitalis contains new grooming discovery.

Use
Vitalis
and the
"60-Second
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A Product of Bristol-Myers

ALSO VITALIS HAIR CREAM

for Cream Tonic Fans . . . lighter-bodied than ordinary cream oils. No heavy film, no sticky comb, no messy hands.

MUSIC

2nd HONORABLE MENTION—STORY DIVISION



OFF ON A SOLO FLIGHT IN SMOKE-FILLED JAZZ ARENA, CLAUDE HOPKINS COAXES A SAD TUNE FROM HIS BATTERED PIANO

JAZZ IN TWO MOODS

Two Second Honorable Mentions were won by photographers who both took pictures at the Stuyvesant Casino, a Manhattan temple of jazz. Braving technical difficulties of a dark, smoky hall, Donald Mack

and Raymond Cicero shot these studies in contrasting moods. Mack, 23, a photo studio assistant in New York City, captured a blues mood. Cicero, 28, a New York fashion photographer, caught a livelier beat.

2nd HONORABLE MENTION—STORY DIVISION



A BLUR OF TRUMPETS HERALDS A BRASSY CHORUS OF THE LIVELY OLD NEW ORLEANS TUNE, "THE SAINTS GO MARCHING IN"



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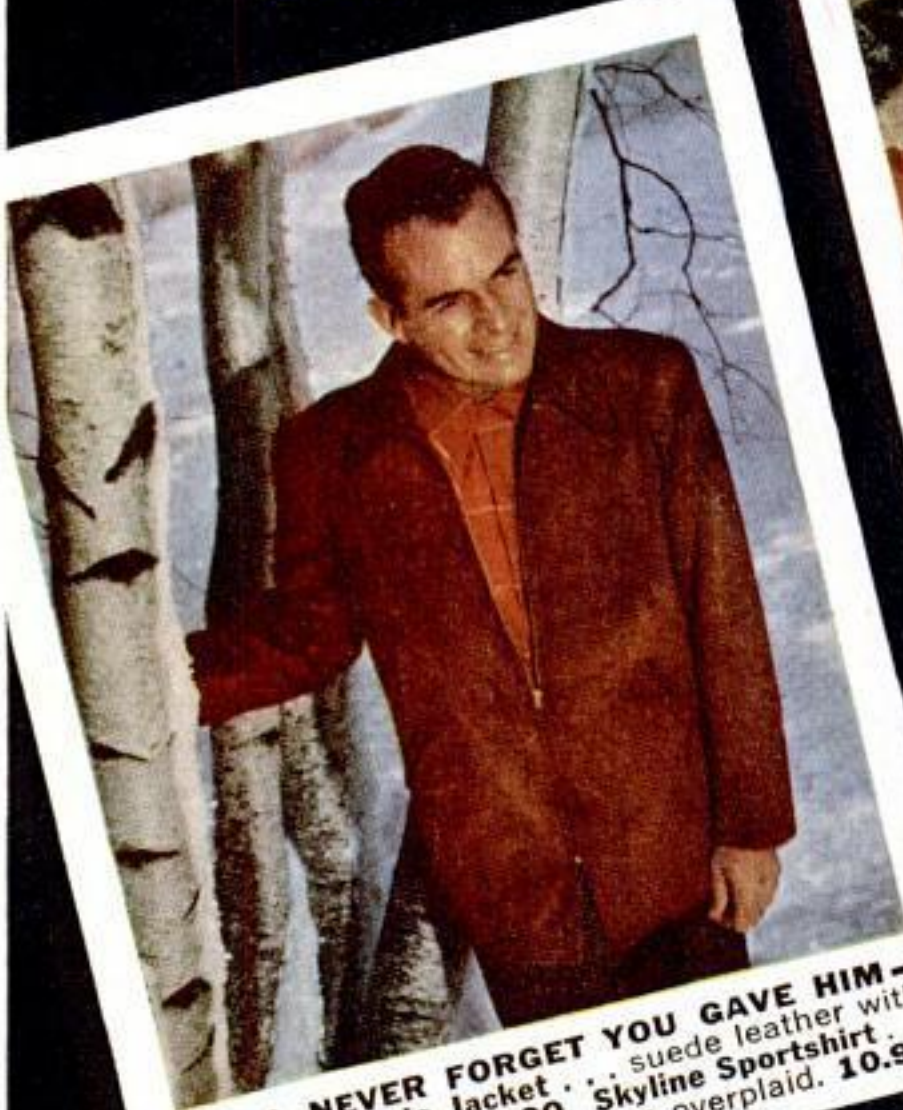
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MEMORIES OF COLLEGE

Like so many other college men, 24-year-old Ray Wolfe, now a research physicist for the Eastman Kodak Co. in Rochester, N.Y., thinks about his alma mater, the University of Toronto, in idealized, sentimental terms. "You forget the people you knew in college, perhaps," he says, "but certain scenes are etched unforgettably

in your memory. It is an impression of many different moods."

To get the misty view of University College spire in Toronto shown above, Wolfe picked his camera angle and then waited half an hour for someone to put in it. "I was lucky the fellow and the dog showed up. I'd never figured on having a dog in the picture."

the
gift
she'll never
forget



Tiny Tears

the doll that cries
real tears

Give your little girl a
doll to love—a doll
so real, so human, that
does so many things that
it will keep her busy and
happy day after day.

TINY TEARS drinks her bottle,
wets her diaper, blows bubbles,
sleeps and can be bathed.
Most wonderful of all, when
she CRIES, BIG WET TEARS
roll down her chubby cheeks.

There's no other doll in the world like it.

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An American Character Doll

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She blows bubbles
from her little bubble pipe



She bathes
like a real infant

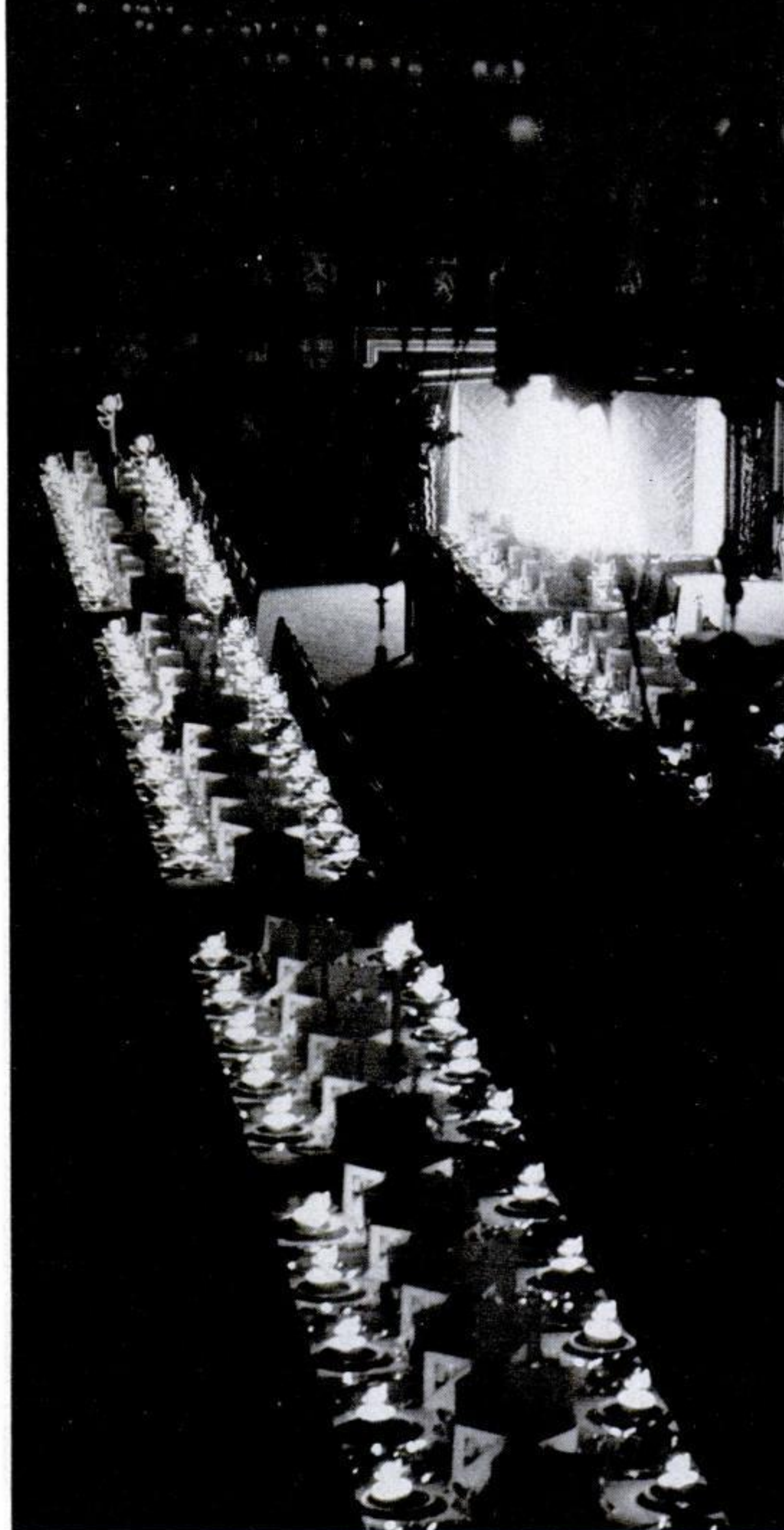


She has a complete layette
all packed in traveling suitcase

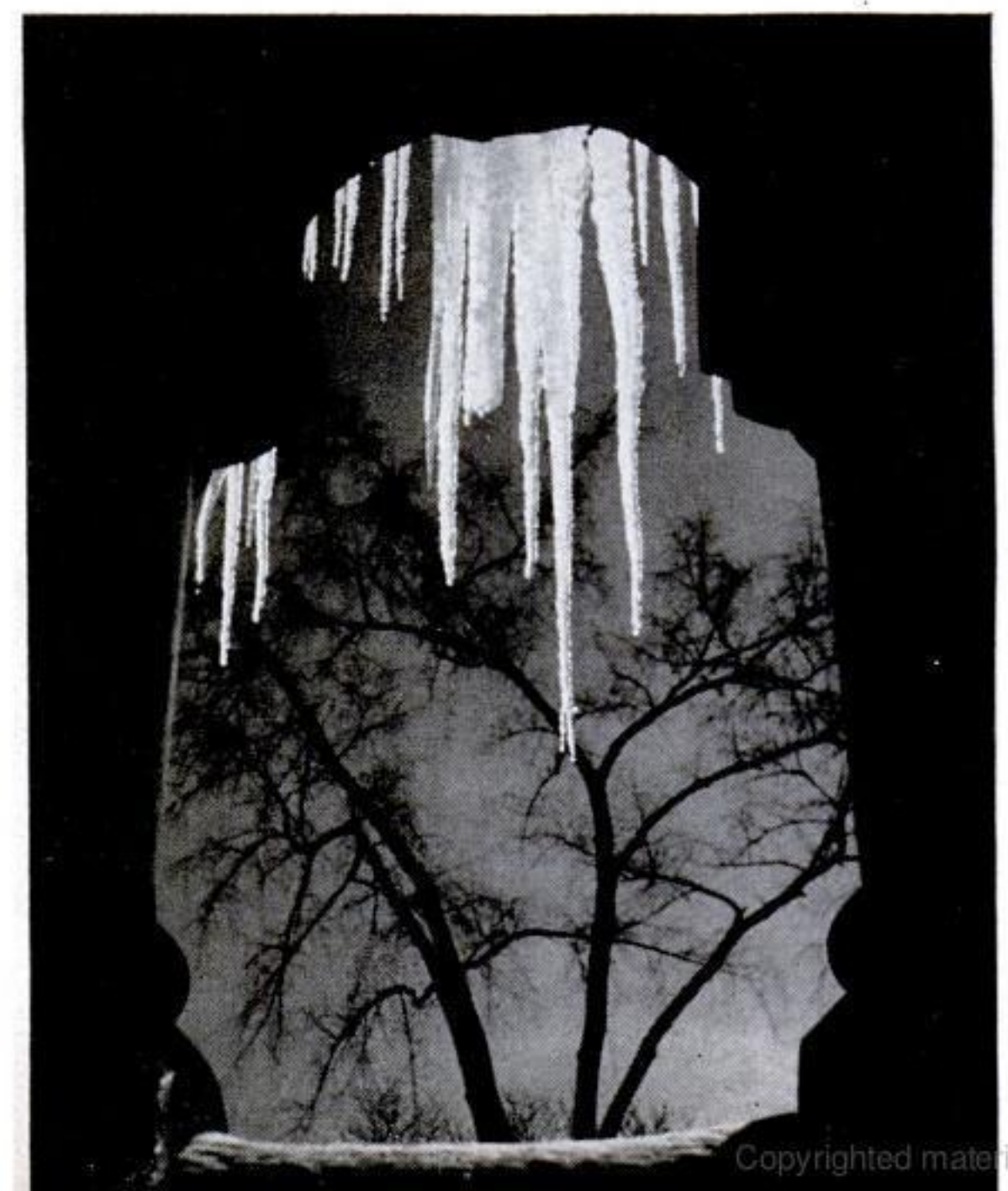
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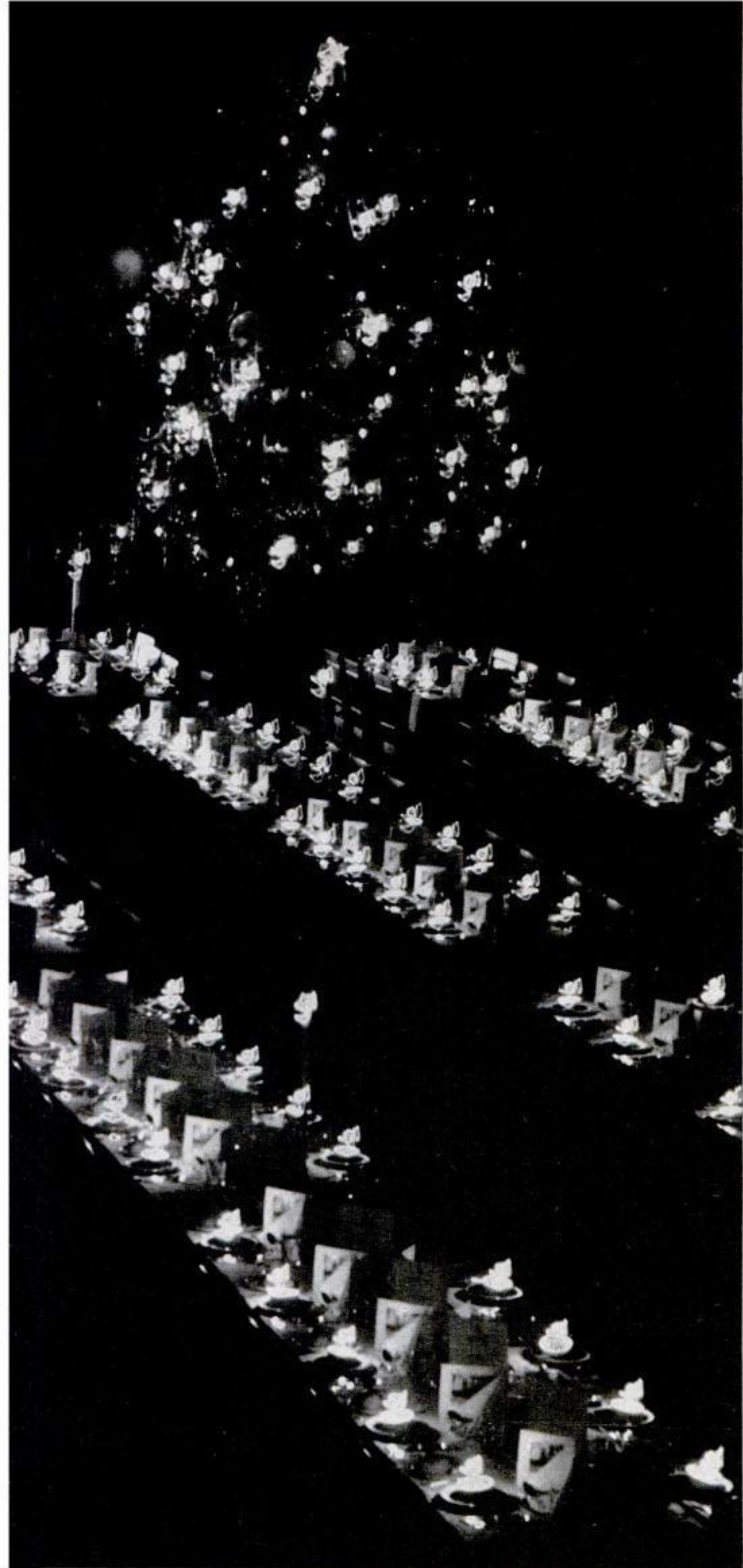
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Baltimore, Md.....Hutzler Brothers Co.	Jacksonville, Fla.....Cohen Bros.	Sacramento, Calif.....Weinstock-Lubin Co.
Bay City, Mich.....W. R. Knepp & Co.	Kansas City, Mo.....Macy's	Salt Lake City, Utah.....Z.C.M.I.
Birmingham, Ala.....Pizitz	Lawrence, Mass.....A. B. Sutherland Co.	San Antonio, Texas.....Joske's of Texas
Boston, Mass.....Jordan Marsh Co.	Lincoln, Neb.....Miller & Paine, Inc.	San Diego, Calif.....The Marston Co.
Bridgeport, Conn.....D. M. Read Co.	Long Beach, Calif.....Buffum's	San Francisco, Calif.....The Emporium
Buffalo, N. Y.....Adam Meldrum & Anderson Co.	Los Angeles, Calif.....Broadway Dept. Store	Seattle, Wash.....Frederick & Nelson
Canton, Ohio.....Stark's	Louisville, Ky.....The Sutcliffe Co.	Sioux City, Iowa.....T. S. Martin Co.
Charleston, S. C.....The Nursery Nook	Memphis, Tenn.....B. Lowenstein & Bros.	South Bend, Ind.....Robertsons of South Bend
Charlotte, N. C.....Belk Bros. Co.	Miami, Fla.....Burdine's, Inc.	Springfield, Ill.....John Bressmer Co.
Chattanooga, Tenn.....Miller Bros. Co.	Milwaukee, Wisc.....Schuster's	St. Louis, Mo.....Famous-Barr Co.
Chicago, Ill.....The Fair	Minneapolis, Minn.....The Dayton Co.	St. Paul, Minn.....Schuneman's, Inc.
Cincinnati, Ohio.....The John Shillito Co.	Mobile, Ala.....L. Hammel D. G. Co.	Syracuse, N. Y.....Dey Bros. & Co.
Cleveland, Ohio.....The May Co.	Newark, N. J.....L. Bamberger & Co.	Tampa, Fla.....O. Falk's Dept. Store
Columbus, Ohio.....The F. & R. Lazarus Co.	New Orleans, La.....Maison Blanche Co.	Toledo, Ohio.....The Lion Store
Dallas, Texas.....Sanger Bros.	Norfolk, Va.....Rice's Fashion Corner	Tulsa, Okla.....Brown Dunkin Co.
Dayton, Ohio.....The Elder & Johnston Co.	Oakland, Calif.....Hales	Washington, D. C.....Lansburgh & Bro.
Denver, Colo.....May Co.	Oklahoma City, Okla.....C. R. Anthony Co. Stores	Waterbury, Conn.....Howland Hughes
Detroit, Mich.....The J. L. Hudson Co.	Paterson, N. J.....Meyer Bros.	Montgomery Ward & Co. Sears Roebuck & Co.

A PRIZED POSSESSION—AMERICAN CHARACTER DOLLS, 200 FIFTH AVENUE, NEW YORK 10, N. Y.

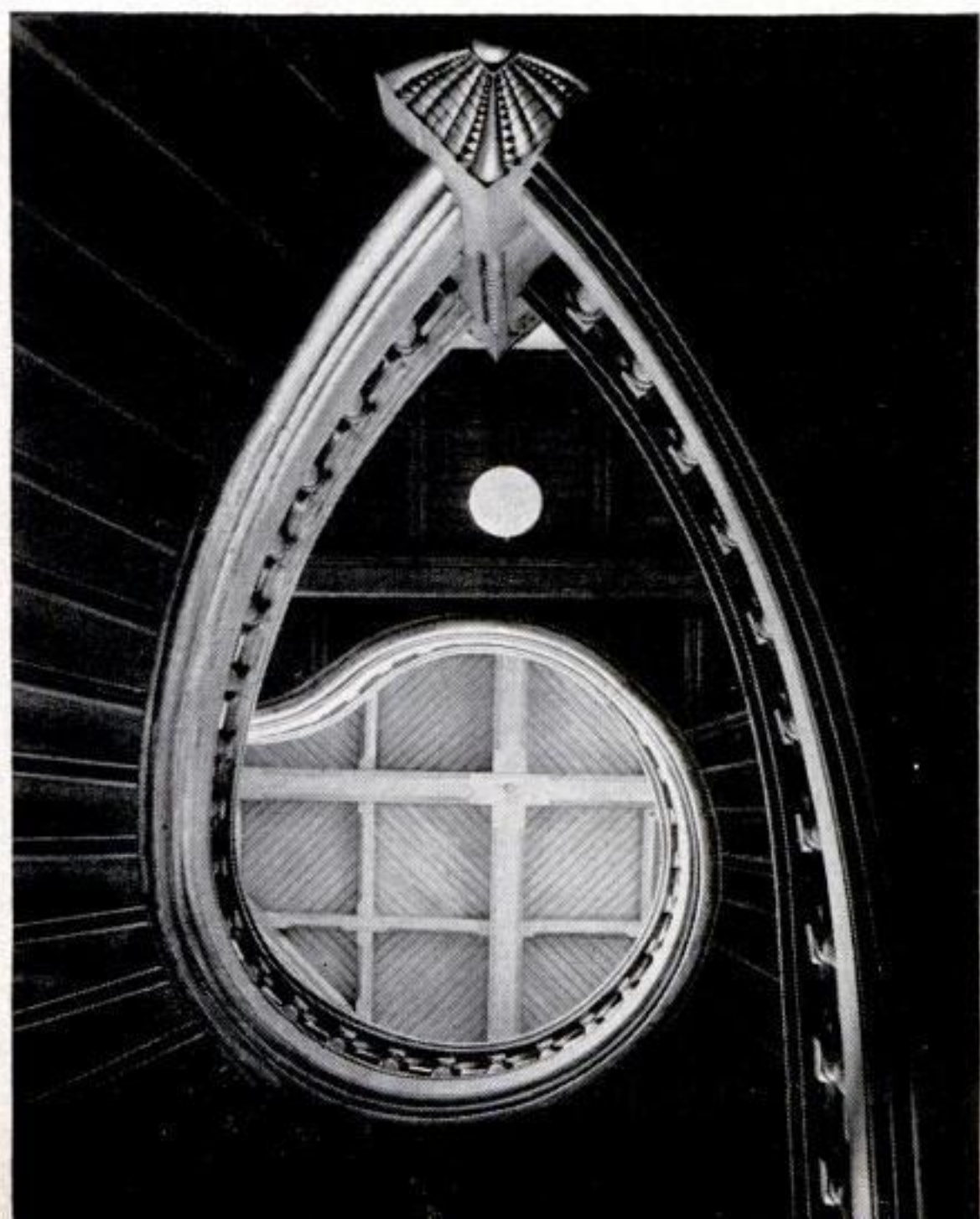


COLLEGE PATTERNS stuck in Wolfe's memory. Candlelit Christmas banquet (above) took place in dark-paneled, baronial Hart





House. Wintry scene (below, left) was taken through a campus archway. Corkscrew pattern (below, right) is shot up a stairway.



Billfold
\$5.00*



Letter Case
\$7.50*



**For MERRY Belles
And CHRISTMAS Beaus
MATCH-MATES
by Rumpp**

• Ring the bell with Christmas gifts that bring you appreciative bows. Choose Match-Mates in many leathers, in rich new colors and smart new styles. Add other matching pieces as often as you wish. Sold at department and specialty stores everywhere.



Billfold
\$5.00*



Key Case
\$3.00*



Stud Box
\$7.50

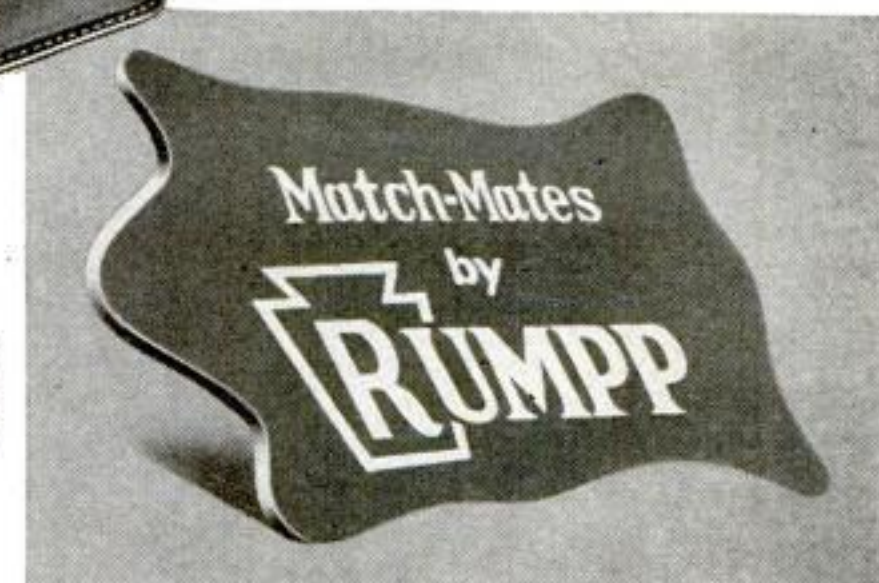


Toilet Case
\$18.00*

*Plus Tax



Write for Match-Mates Gift Idea folder. C. F. RUMPP & SONS, 5th & Cherry Streets, Philadelphia 6, Pa.



LOOK for the sign of Match-Mates wherever you buy leatherware.



ALONG WITH THE MANY RAILROADS RADIATING FROM ATLANTA, LIFE HELPS TO DISTRIBUTE THE NATION'S GOODS THROUGHOUT THE ENTIRE SOUTHEAST



MAYOR William B. Hartsfield says: "LIFE has shown millions of Americans the tremendous industrial growth of Atlanta and the whole Southeast in the past few years."

What happens when LIFE hits Atlanta?

Nearly everyone, nearly everything, feels its influence

State capital of Georgia, distribution center of the Southeast, Atlanta is appropriately known as "The Gateway to the South."

From downtown Peachtree Street to the outlying residential areas, LIFE's influence on the city of Atlanta is unmatched by any other magazine. For nearly 250,000 people living in the city's metropolitan area are readers of LIFE.*

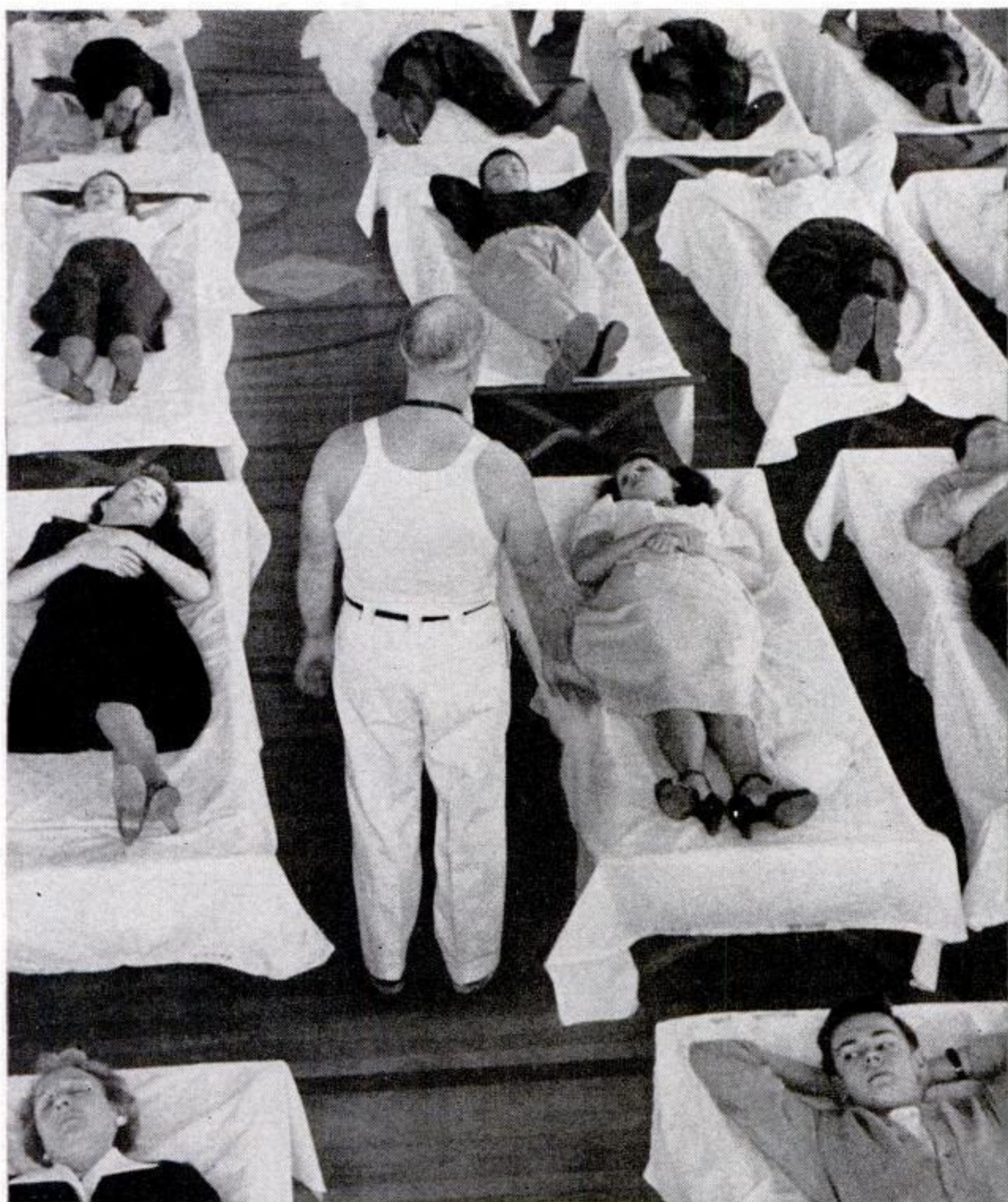
As a result, LIFE influences not only the lives of the people of Atlanta, but also the social, commercial, and recreational life of Atlanta.

In city after city, in hamlet after hamlet, the examples of LIFE's influence, as seen on these pages,

differ only in respect to people, customs and climates.

For LIFE, read by more than half of all Americans over age 10 in the course of 13 issues*, has become an integral part of Americans' lives everywhere.

*From *A Study of the Accumulative Audience of LIFE* by Alfred Politz Research, Inc., which measures the number of people who read a single issue of LIFE (23,950,000 Americans), reveals how this audience grows in the course of thirteen issues to a total of 62,600,000 different people, and analyzes the characteristics of that audience.



ON BACKS are some Atlanta citizens who are being taught how to relax by undershirted YMCA instructor J. A. Kennedy. After this picture appeared in LIFE, Mr. Kennedy received letters from people all over the country, appeared on several radio and television programs, and accepted one of three offers from publishers to write a book about his favorite subject—relaxing.



AT MIKE in his farm home is newspaper columnist and radio commentator Channing Cope, with wife and servants. As a direct result of this picture, which appeared in the LIFE article, "The New South," Cope reports that he "got hundreds of letters from all over and thousands of new readers and radio listeners."



AT WORK is Pres. George C. Biggers, Atlanta *Journal-Constitution* who says: "LIFE's dramatic reporting of news profoundly affects all publications."



AT DESK is Mr. Joseph Seitz, Pres. of Colonial Stores, who says: "Our 358 stores are proud to feature LIFE-advertised goods throughout the Southeast."



DIRECTOR Henry Sopkin of the Atlanta Symphony Orchestra says: "LIFE has given millions of Americans a new interest in the world's greatest music events." 62,600,000 different Americans are in LIFE's audience.*



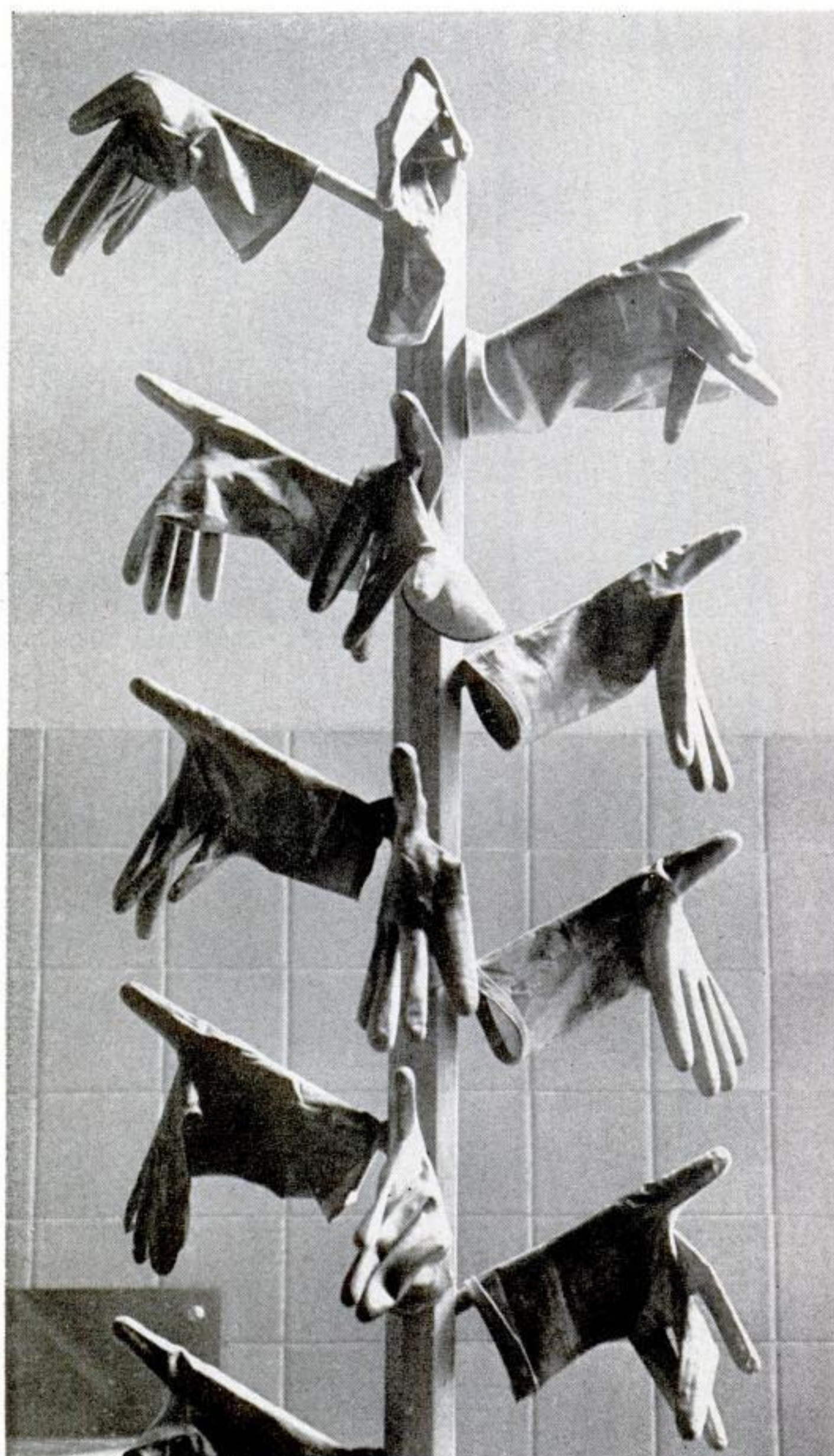
CHAIRMAN R. W. Woodruff, Executive Committee of the Coca-Cola Company says: "LIFE has an eye for the significant, and a telling way of presenting it." 70% of all business owners and executives are LIFE readers.*



LAWYER Robert T. "Bobby" Jones, Jr., American golf king from 1923 to 1930, says: "After LIFE's article on our Peachtree Golf Club ran, people from all over the country phoned here for permission to play the course."



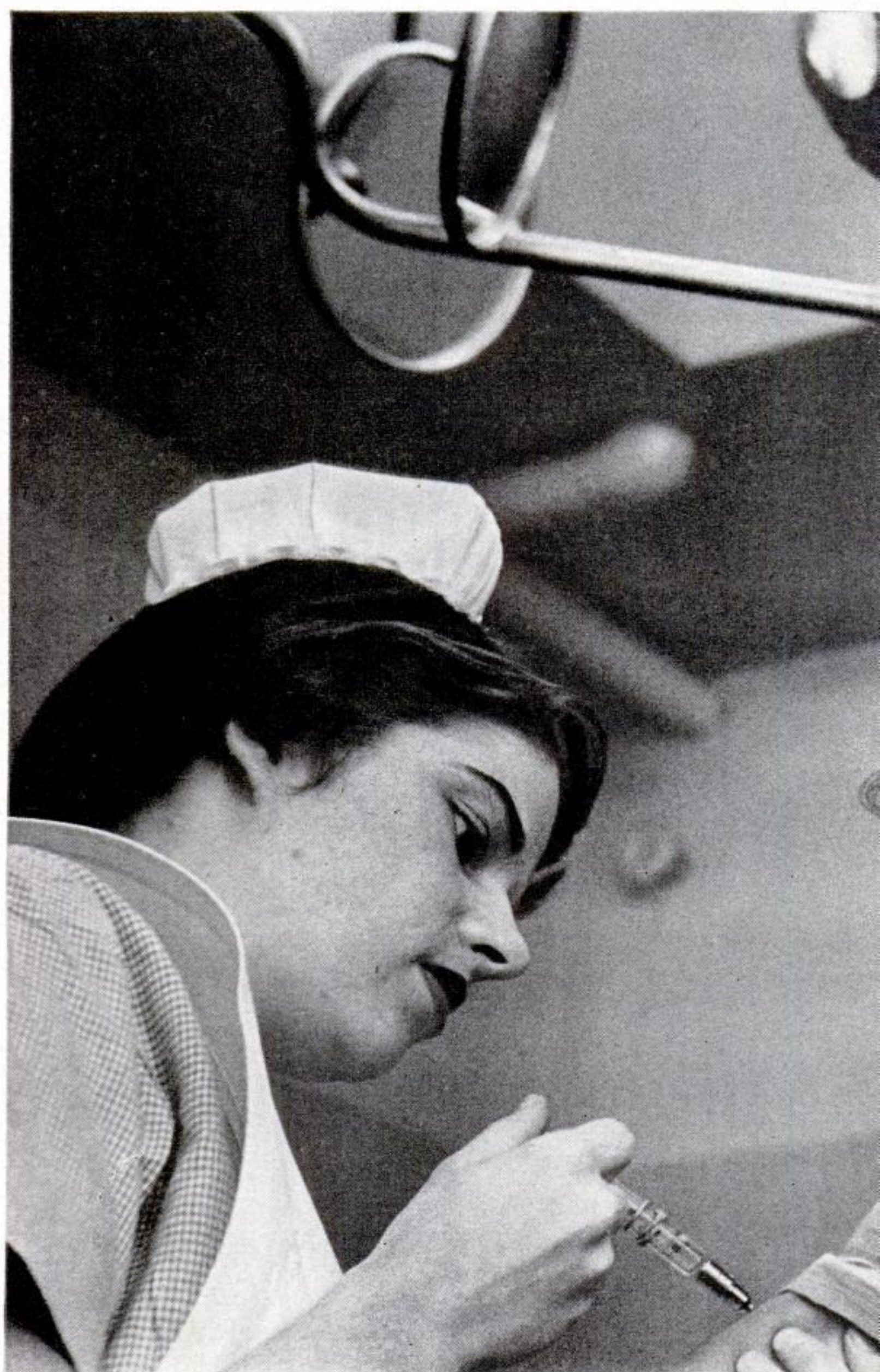
MERCHANT Richard H. Rich, philanthropist and civic leader, is also owner of city's largest department store. He says: "Rich's recognizes LIFE's influence at the retail level. Many of our customers are LIFE readers."



SURGEONS' RUBBER GLOVES HANG TO DRY ON GLOVE TREE IN ONE OF THE CLINICS

'THE PEOPLE WHO GO TO HOSPITALS'

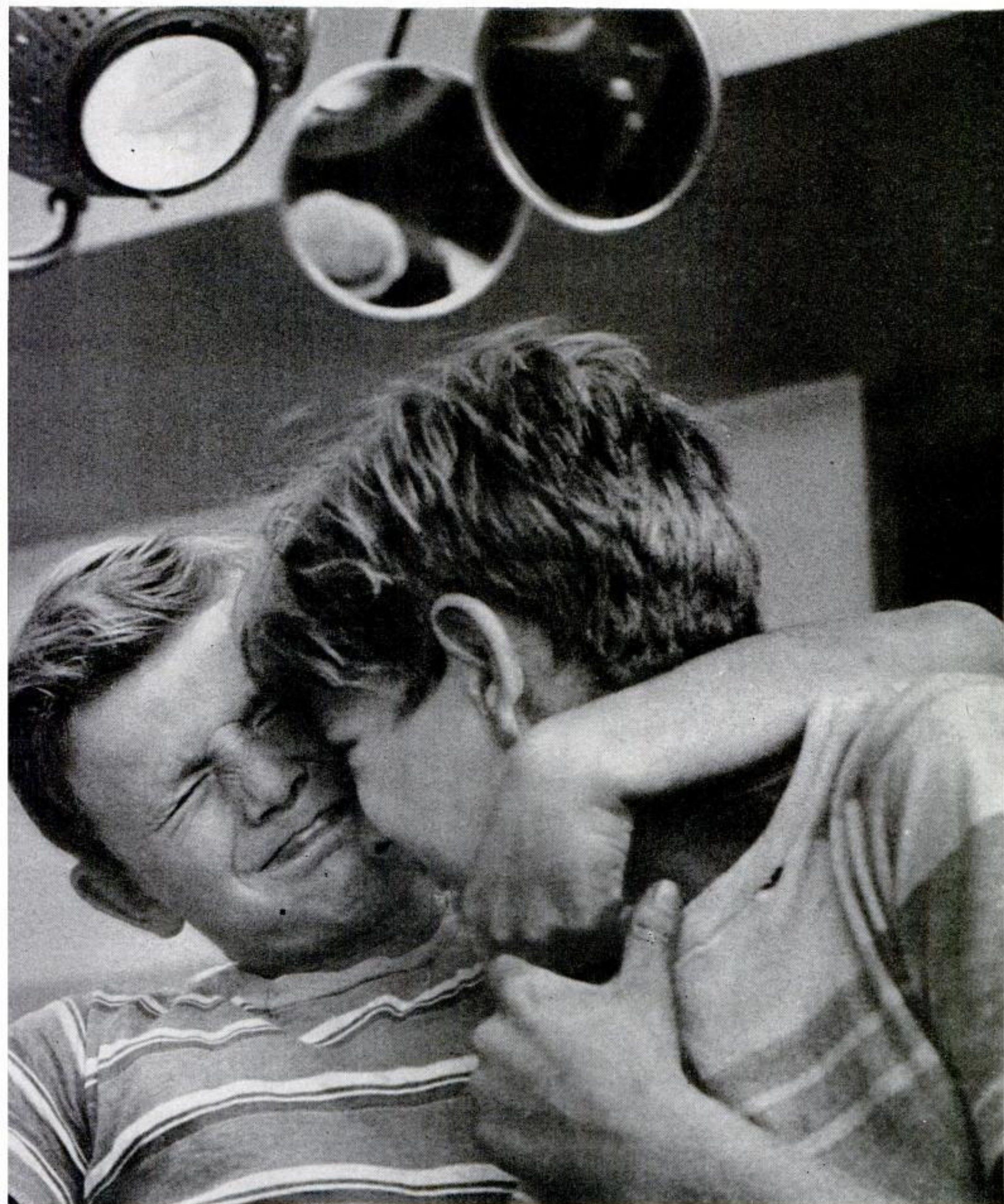
Esther Bubley, a 30-year-old photographer who came to New York from Superior, Wis., set out to document the work of 101-year-old St. Luke's Hospital in New York City. She began her task by sitting unobtrusively in the waiting room and watching the faces of the people who were sitting out their turn to see a doctor or nurse in one of the hospital's 31 out-patient clinics. She went no further: instead of cataloguing the wards, operating rooms, laboratories and all the other hospital departments, she simply returned time and again to the clinics and the emergency ward to photograph the pain, apprehension and patience in the faces of the people who came there for help. "For me," explains Miss Bubley, "the people who came to St. Luke's clinics are all the people who go to all hospitals." Said one of the contest judges: "To my knowledge the story of a hospital has never before been done with such warmth of understanding."



3rd PRIZE
STORY DIVISION

THE WAIT for a new bandage on an infected heel seems almost interminable to a stoic young patient.

PAYING AFTER PAIN brings wan smile to boy (right) who came with brother for injection (below).

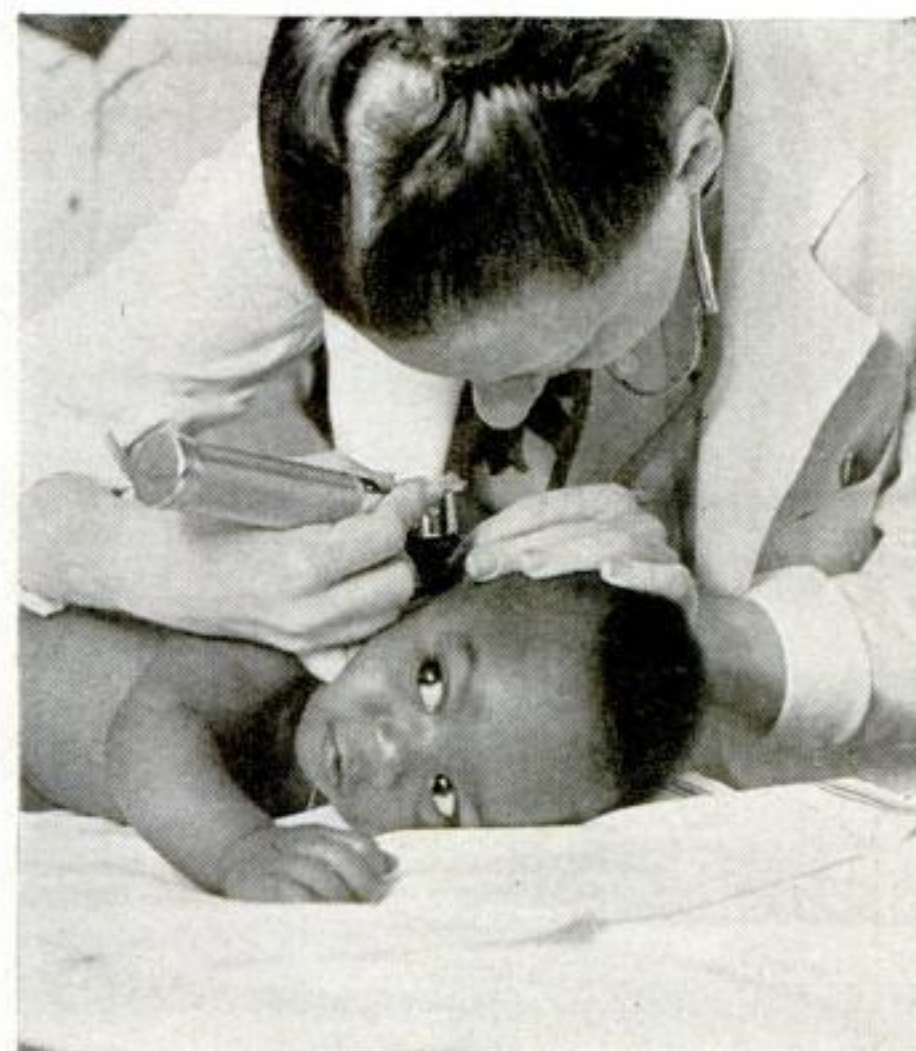


SHARP NEEDLE produces a fierce grimace on the face of boy who stepped on a rusty nail and is getting

anti-tetanus injection. As impassive student nurse gives him the shot, he hugs his brother for comfort.



MOTHER WITH CHILD waits thoughtfully in the Cardiac Clinic for checkup on youngster's heart.



A BIG-EYED BABY gets his ear looked into during his monthly examination at Well Baby Clinic.

look for the **BIG** **DIFFERENCE** in automatic washers!



It's ABC's completely automatic

A-B-C-O-Matic
REG. U.S. PAT. OFF.

...with exclusive "Centric" Agitation that gives you
unbelievably efficient washing - rinsing - drying action!

"Centric" Agitation is a spectacular improvement over the standard agitator. It makes possible the world's *first* and *only* "shampoo" action. Washing begins like a shampoo, with a little water and the full amount of soap (or detergent). The result is an instant, rich, creamy "lather" that quickly loosens the dirt, before the main washing action with full water supply gets under way. Turbulent, soapy suds are then forced through every stitch of clothing, from daintiest fabrics to dirtiest work or play clothes. Sets an entirely new standard in home washing.

*ASK YOUR ABC DEALER
how and why A-B-C-O-Matic
is the best buy.*

the ONLY washer that
"SHAMPOOS" the CLOTHES
for a
CLEANER, WHITER WASH

*for name of your
ABC dealer, see classified
section of phone book*

CLEANER WASHINGS

ABC's exclusive, patented agitator, with its big, pliant rubber fins, does not spin or oscillate. It moves outward and inward, with a smooth, continuous, pulsating action... 300 times a minute. No twisting, whirling, straining, or "balling" of clothes. Each piece gets the same thorough washing action. "Centric" Agitation gently flexes the clothes... giving the rich suds a chance at every bit of fabric... for whiter, brighter, cleaner washing.



BETTER RINSINGS



Finally, a Splash-Away Power rinse forces out every last vestige of soapy suds.

Three wonderful fresh-water rinsings! First, a combined Spray and Deep Power rinse loosens all dirt from the clothes. Then, a Flush-Away rinse lifts the dirt and scum to top of tub, and floats it away.



fluffy, wrinkle-free, without matting or tangling. This is *not* ordinary, violent spin-drying. ABC-O-MATIC's active air-flow makes that strain unnecessary.

"SPIN-AIRE" DRYING

ABC-O-MATIC's new "Spin-Aire" drying — a unique combination of air and centrifugal force — removes all free water from the clothes... damp-dries them soft,

A-B-C-O-Matic gives you EXTRA value in these EXTRA features:

NO BOLTING DOWN

SIMPLE DIAL CONTROL

GEARLESS AUTOMATIC DRIVE

NO OILING OR GREASING

LOADS FROM TOP—NO STOOPING

AUTOMATIC LEVELIZER

QUIET, SMOOTH PERFORMANCE

USES SOAP OR DETERGENTS

FEWER WORKING PARTS

AUTOMATIC SIGNAL LIGHT

America's Leading Washers and Ironers
ABC

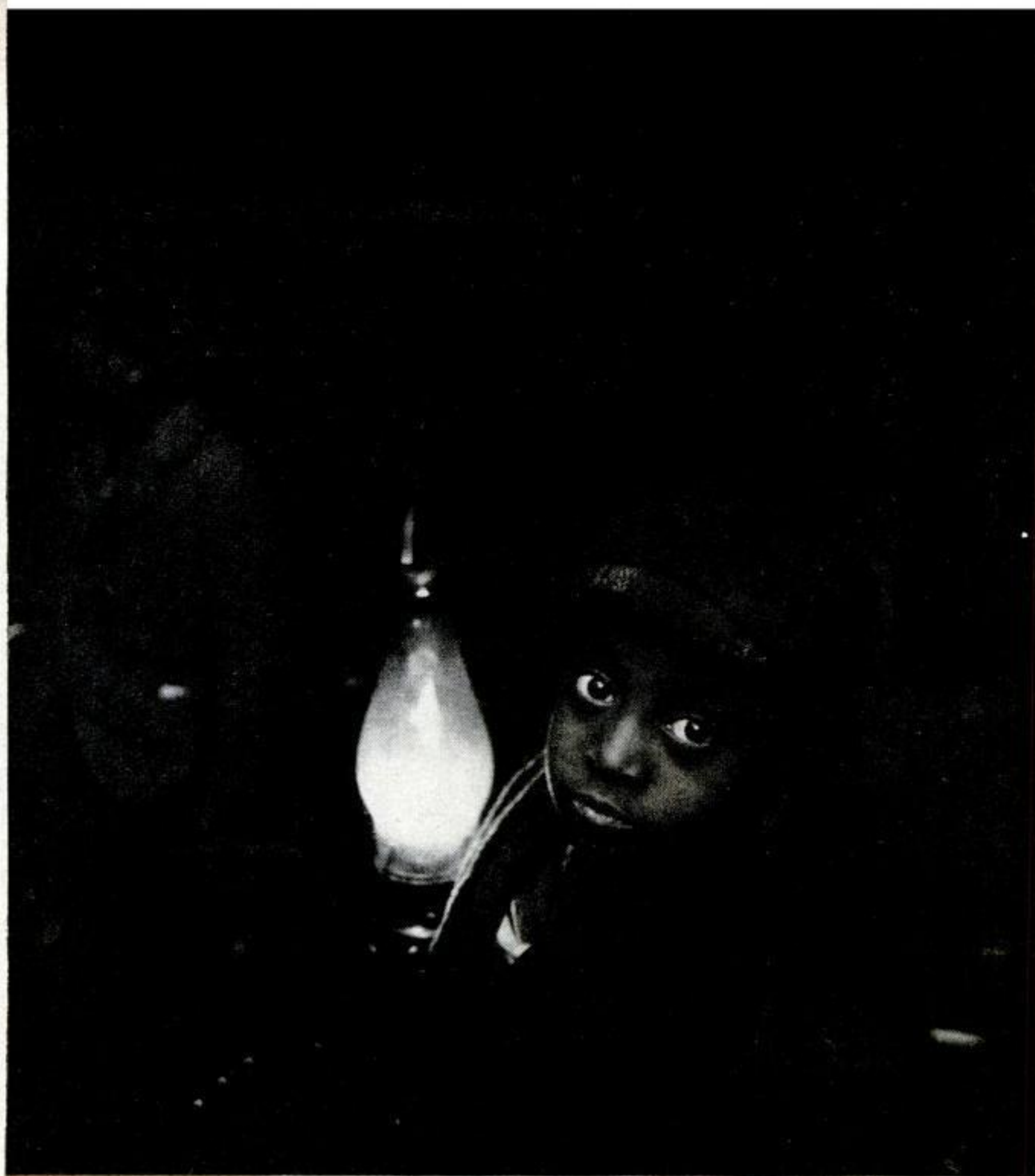
ALTORFER BROS. COMPANY, PEORIA, ILLINOIS

1st HONORABLE MENTION

STORY DIVISION

'MY HOUSE' HE SAID PROUDLY

Richard Saunders, who is now 29, felt Bermuda was no place for a Negro to get ahead as a photographer so he left for the U.S. in 1947. Now doing free-lance work, he took these pictures for an assignment on Pittsburgh's Negro slums. He stumbled onto his subject last winter when he gave a small boy, Jerome Akers, a lift in his car. Passing an ancient, condemned shack, the gleeful rider sang out, "That's my house," and Saunders saw his setting. After a week of winning over Mama Akers and her brood of nine, he stayed another two weeks recording their life.



"MY SMALL FRIEND," SAYS SAUNDERS, "LOOKED UP WITH TRUE PRIDE OF RESIDENCE AS HE LED ME INSIDE"



"THEY LIVED SO DEEP IN AN ABANDONED SHACK. THIS IS THE LIVING ROOM, LIGHTED BY KEROSENE LAMPS; FOR HEAT, THE KIDS KEPT THE STOVE STUFFED WITH TAR PAPER"



WHY ZIP, ZIP, ZIP . . . WHEN ONE ZIP DOES IT!

Take a tip if you want a lighter that lights with a zip.

Get a Zippo! One zip and it's lit—even in wind or rain.
And—you get *free service* with this carefree lighter. No
one has ever paid a cent to repair a Zippo. Use Zippo
Flints and Fluid for best results with any lighter.



Zippo Sportsman Series. Choice of all favorite sports motifs lifetime engraved on case in color. \$4. Personalizing on any Zippo Lighter only \$1 extra.

Zippo Leather-Crafted. Genuine leather cases in 4 smart colors. Calf or Morocco \$5.50. Gold leaf initials, \$1 extra. Other models from \$3 to \$175*.

Zippo Engine-Turned. Rich design on attractive chrome. \$5. Ask your dealer or write Zippo for FREE catalog showing other models with prices.

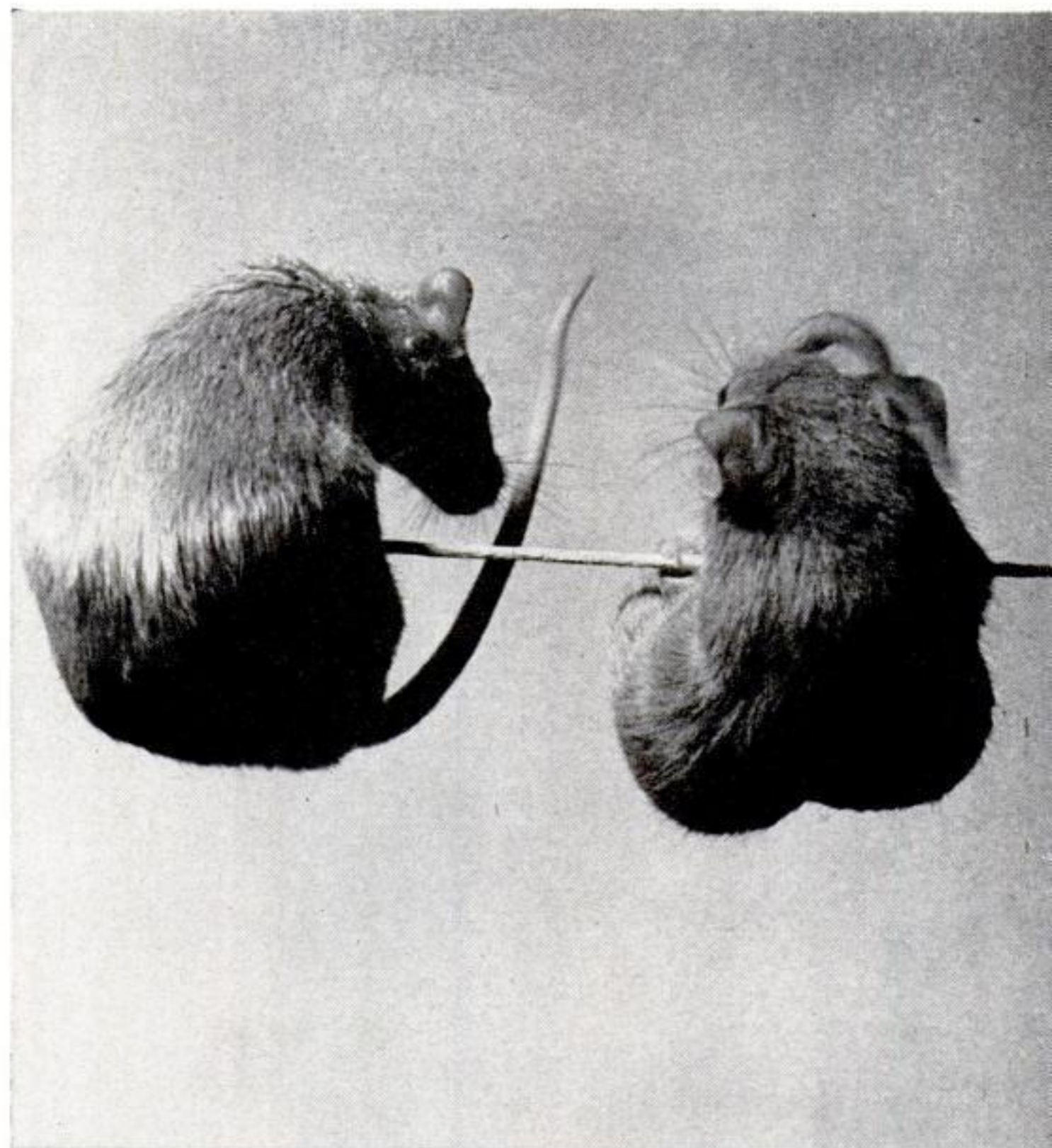
ZIPPO

THE ONE-ZIP WINDPROOF LIGHTER

© 1951 ZIPPO MANUFACTURING COMPANY, Bradford, Pa.
IN CANADA: Zippo Mfg. Co. Canada Ltd., Niagara Falls, Ont.

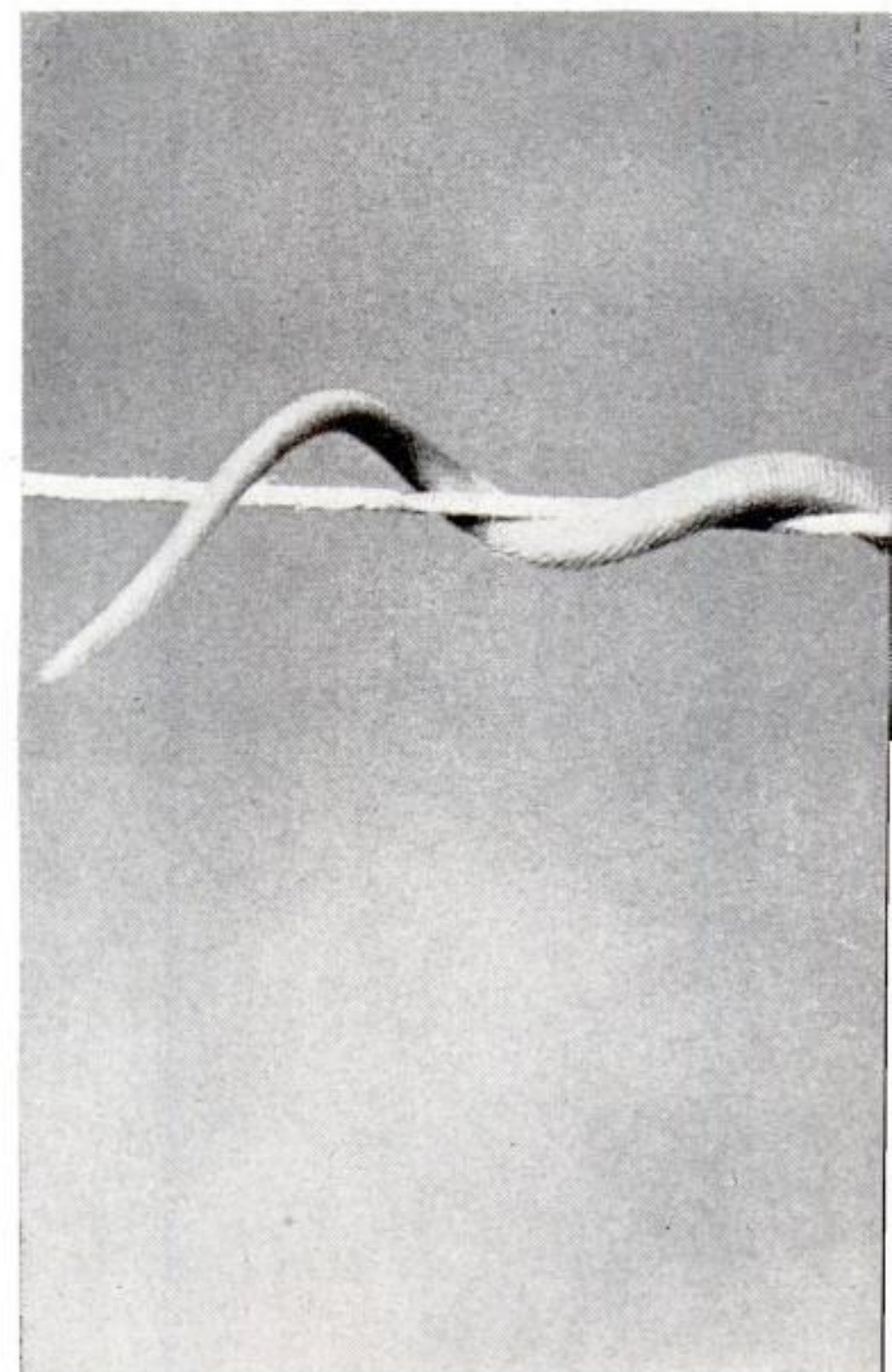
*Prices do not include Federal Excise Tax.
Prices slightly higher in Canada

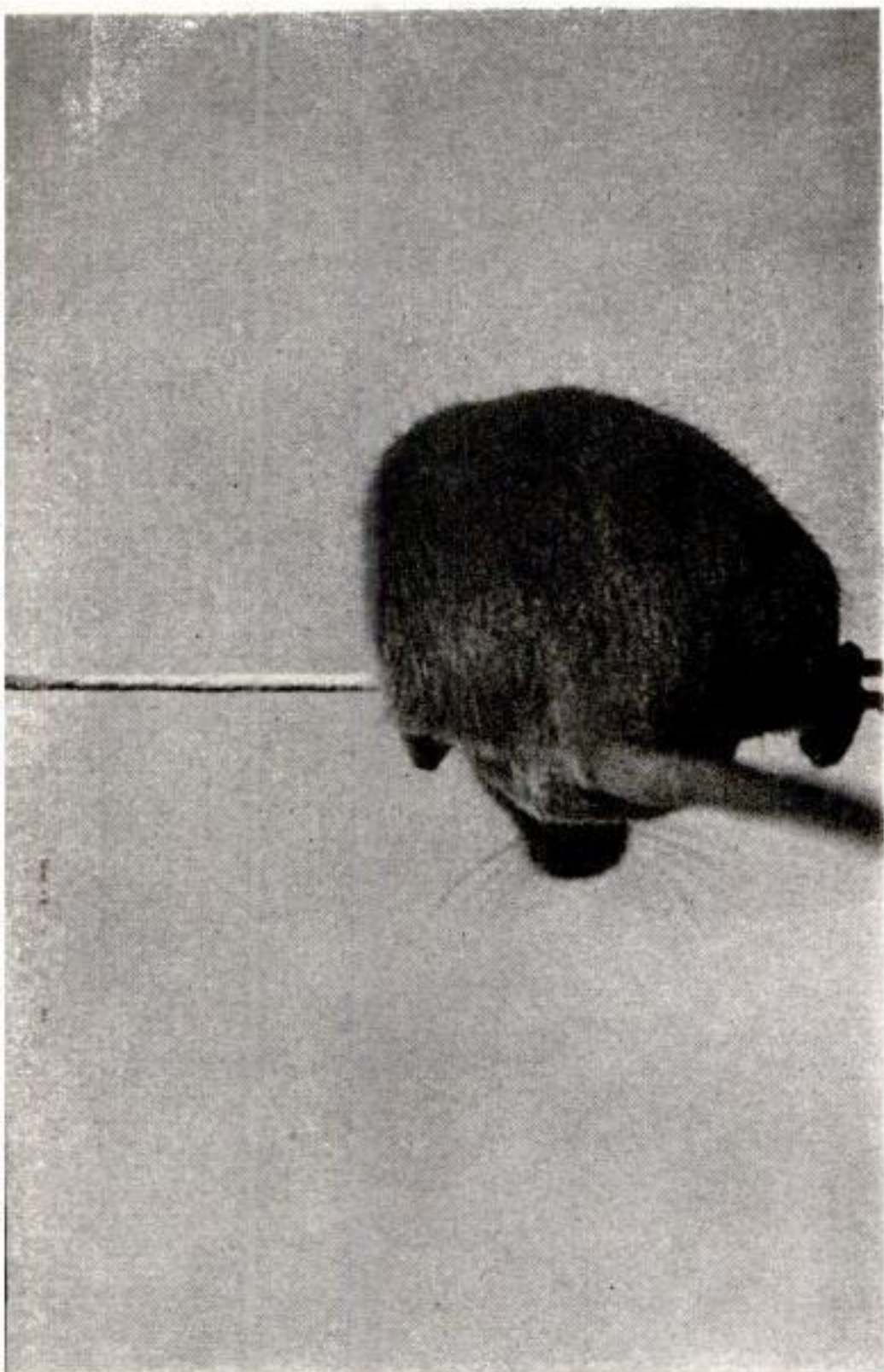
NATURE



MICE ON A

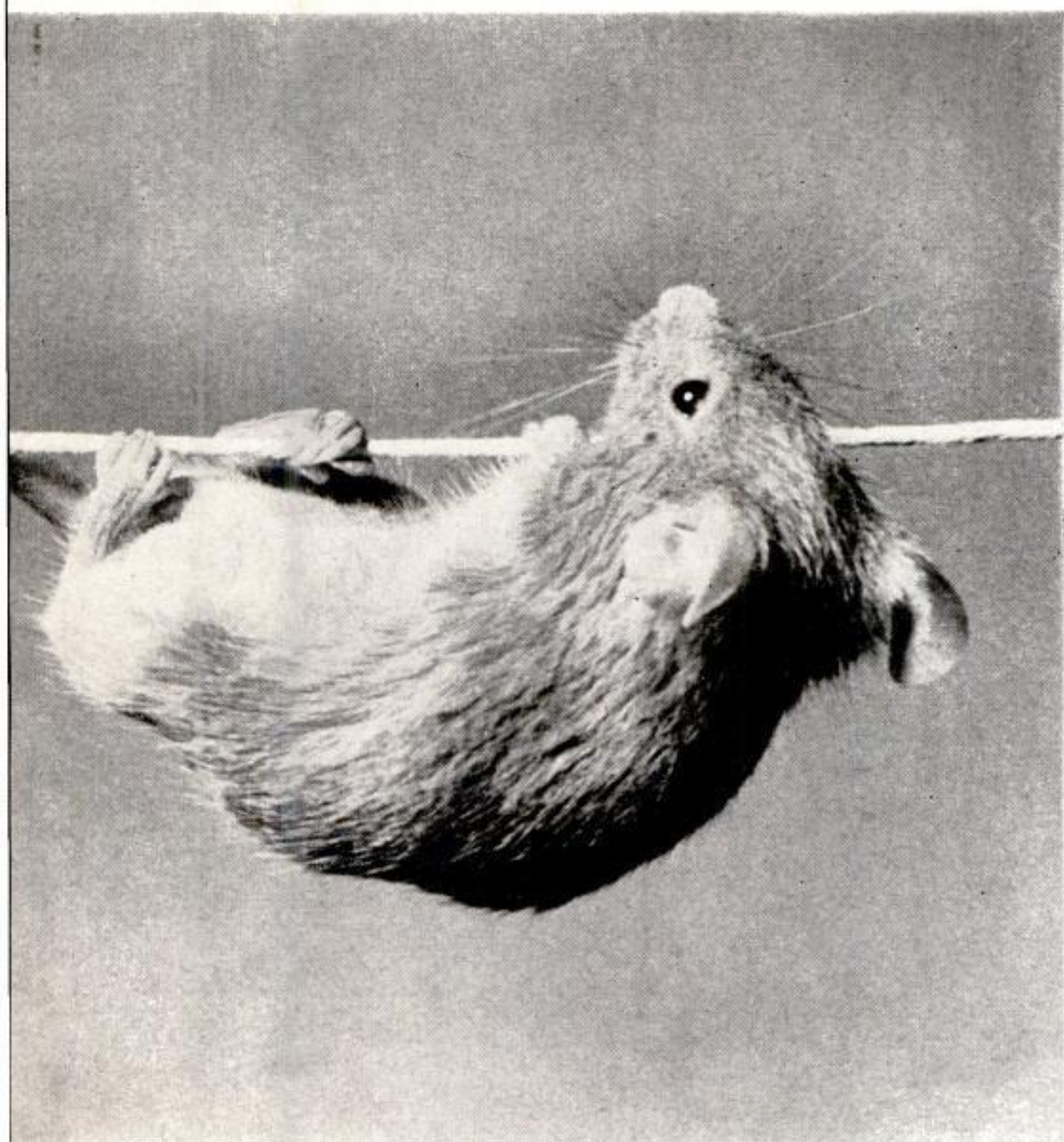
As a research scientist Irving Galinsky, 30, had heard that a falling mouse twists around in mid-air to land feet first. As an amateur photographer he thought this might make a good picture, so he set up a taut piece of string and rigged a net three feet below. When he put his mice on the string, they struggled wildly, holding on





TIGHTROPE

by their tails and all four feet before dropping into the net. They soon learned that the fall was harmless and gave up struggling, so Galinsky had to bring in fresh, frightened mice. He used 40 tightrope artists and never got a good picture of the feet-first landing. But he did get some wonderful shots of the preliminary acrobatics.



CONTINUED ON NEXT PAGE



BIG 3-WAY CHAMPION!

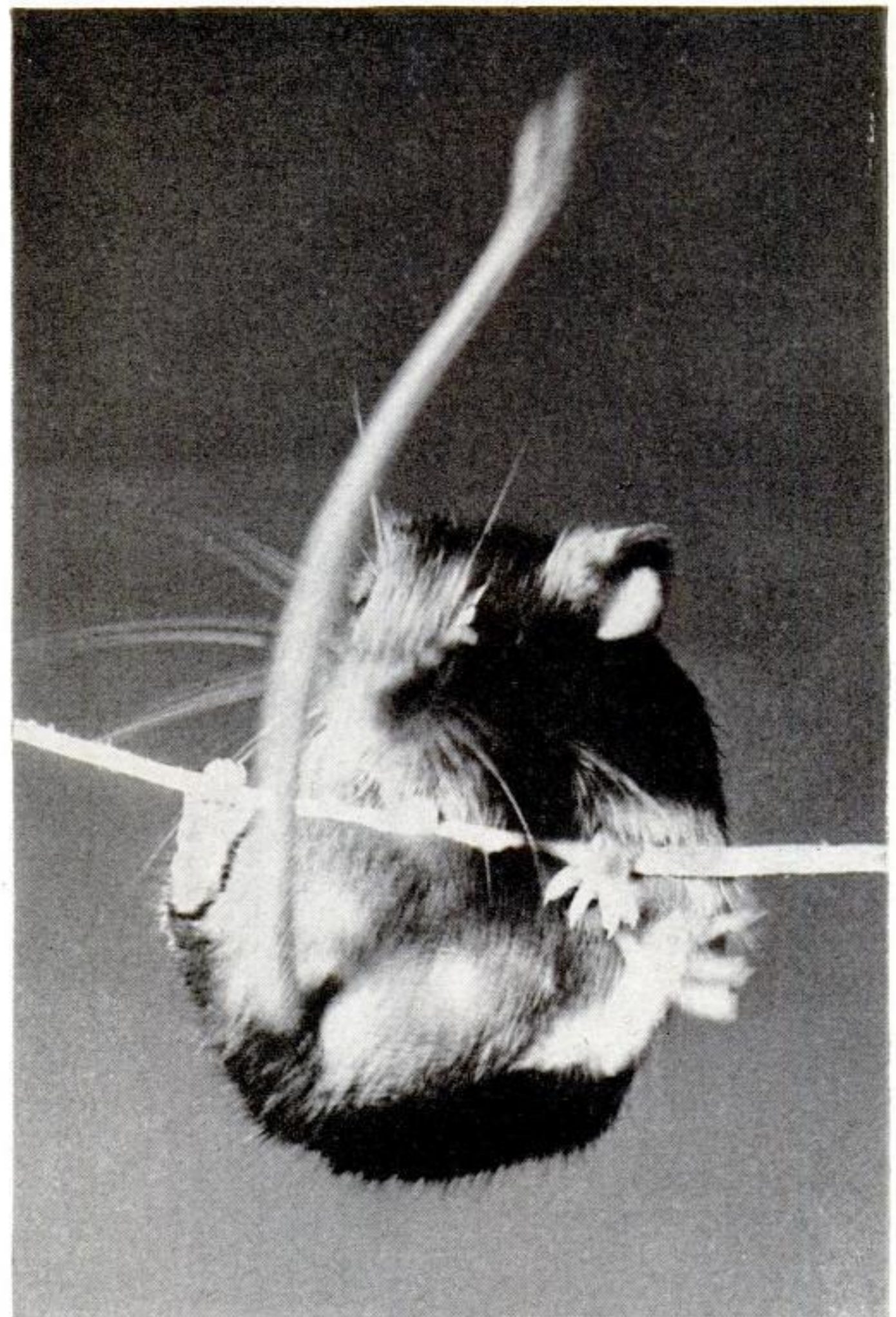
No Other Whiskey... **ONLY**
FLEISCHMANN'S
GIVES YOU THE



BIG BIG 3

1. **CHOICE QUALITY**
Fleischmann's Superb Straight Whiskies Blended With Fine Grain Neutral Spirits
2. **Every drop 90 PROOF**
rich, robust, delicious!
3. **WINNING PRICE**
America's Greatest Whiskey Value!

BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.



VIBRATING TAIL HELPS MOUSE KEEP BALANCE AS HE GRIPS TWANGING STRING



LAST FOOTHOLD LOST, A WEARY MOUSE DROPS TOWARD NET THREE FEET BE' CW

double, double soft!

From coast to coast *millions* of women have discovered Doubl-down with its double downiness, its firmness and the clean tear-off of its double sheets. Buy your first roll and your family will insist upon it always. Choice of white or four pastel colors.

One at a time or a half-dozen at a time.

Double waxed Double transparency

Test-Mark Tissues are double too! Pure white, free from annoying lint, and double, double soft.

Test-Mark Wax Paper's fresh pink tint makes sandwiches look so much more appetizing.

It's worth looking for every member of the distinguished family of Test-Mark Household Papers. Each one brings you a plus value.

TESTED PAPERS OF AMERICA, INC., CHICAGO 1, ILLINOIS

Test-Mark and Doubl-down Reg. U. S. Pat. Off.

the life of the party

WILCOX-GAY

The Push-Button Operated 2-Speed Tape Recorder

Get set for a barrel of fun when your guests find out that you have a new Wilcox-Gay Tape Recorder. There's nothing in the world of recording that this compact little instrument can't do! Records songs, skits, imitations, radio and records, for fun. It's ideally suited for voice training, musical work, and many profitable jobs in business. New push button controls insure perfect recordings every time. Click it's recording—click it's playing back! Makes a full hour of uninterrupted recordings that may be saved for years, or erased and re-used at your pleasure.

PORTABLE
weighs less than 20 pounds

SMART
two-tone leatherette carrying case

at leading music and department stores

\$149.95 *

SEND FOR FREE FOLDER *Slightly higher west of the Rockies

WILCOX-GAY CORPORATION
CHARLOTTE MICHIGAN

AFTER SHAVE AFTER SHOWER

.... the best thing that could happen to a man's skin

PINAUD'S LILAC VEGETAL

FAVORITE OF 4 GENERATIONS

Tabcin

EASES SNEEZES

AND OTHER COLD MISERY

Take TABCIN to check cold misery quick! TABCIN checks sneezes and sniffles, helps relieve headache and feverish feeling. Eases aches and pains. TABCIN contains a tested antihistamine in compound with other ingredients to give more complete relief for cold distress.

45c and 75c

MAKE A FRIEND OF Tabcin

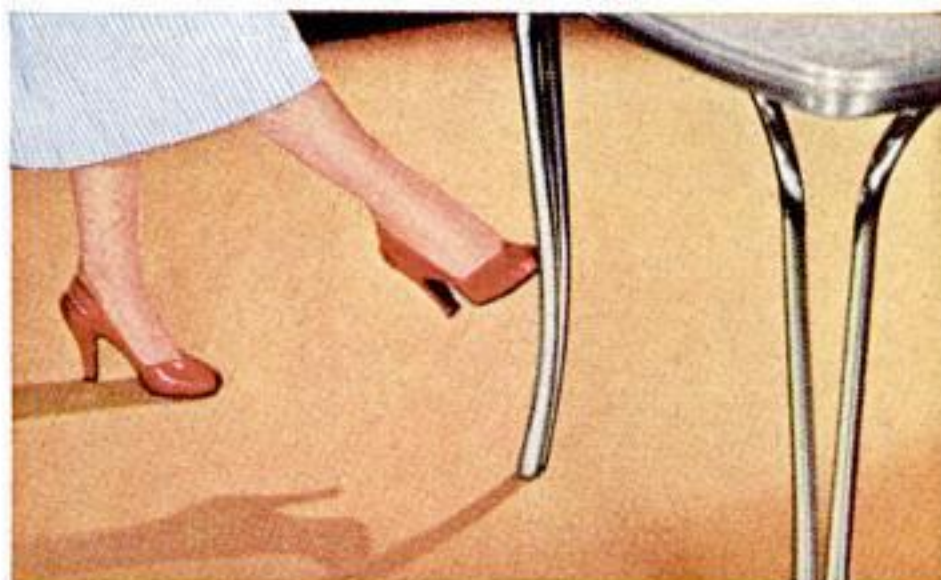
ALL DRUG STORES in the BRIGHT RED package

Bright new idea

for your old dining nook



What a worry saver! Daystromite Wonder Top wipes clear of spilled foods—even hot coffee, fruit juices, and cocktails. It's resistant to warm dishes, scratches and dents, too. A table of many uses!



Daystrom chrome finish resists daily kicks and scuffs. Sturdy chairs are handy "extras" for company or when the scramble starts to watch television. Plastic tips keep chair legs from marking floor.



Long-wearing plastic upholstery wipes clean with a damp cloth—stays fresh and bright. Daystrom construction stays sturdy and tight. Don't be satisfied with anything less than a *Daystrom dinette*.



Daystrom Chrome Sets start at only \$69.95. This rectangular table seats 6, with an extension leaf to accommodate 8. You can choose from 8 styles of tables, 5 styles of chairs. Daystromite top in gray, green, chartreuse, limed oak wood-grain; or pearl pattern. Chairs to match or contrast in plain, plaid or crystal upholstery. There's a **FAMILY-FITTED** Daystrom set for every dining area and every pocketbook. See them at your furniture or department store. Or write for name of dealer nearest you.

TRADE MARK



Look for the yellow arrow to make sure it's durable Daystrom . . . the bright word for dining furniture in Chrome, Coloramic® and Wood.

Daystrom Furniture — Division of Daystrom, Inc.
Factories at Olean, N.Y.; Friendship, N.Y.;
and Fullerton, California



DAYSTROM

FURNITURE

Hearty low-cost SPAM 'n' *lighter* Pillsbury



THERE IS a bargain in meat...

SPAM

ALL MEAT! Just juicy pork shoulder and mild tender ham in that thrifty 12-oz. tin of SPAM. No bone, no waste . . . economical all-meat buy.

COLD OR HOT SPAM HITS THE SPOT

SPAM is a registered trademark for a pure pork product packed only in 12-oz. cans by Geo. A. Hormel & Co., Austin, Minn.

HEAR Music with the Hormel Girls: Saturday, CBS—Sunday, NBC.

ECONOMICAL MAIN DISH—ONLY 20¢ A SERVING . . . The beauty of it is that you can put together a real man-size breakfast (or lunch or supper) like this without any trouble at all. Just go around to your grocer's and get a can of Spam and a package of Pillsbury Pancake Mix.

You'll find Spam tender and savory (the way you like it). You'll find Pillsbury Pancakes lighter (the way you've been wanting 'em). And you'll find your family asking for "seconds" and "thirds" the moment you serve these two favorites together. How about doing it soon?



meal!

pancakes

Pillsbury
for lighter pancakes

P. S. Pillsbury Buckwheats are lighter, too.
Milk is all you add to either one. That's all.

Smart Riding Habit —

" R I D E T H E R O C K E T ! "



"98"

*Below, glamorous "Rocket 98"
*Hydra-Matic Drive optional
at extra cost. Equipment, acces-
sories, and trim illustrated
subject to change without notice.*

Like to meet the most *glamorous* of all the "Rockets"? Just pay a visit to your Oldsmobile dealer and ask for an introduction...to the "98" *Holiday Coupé*. Once you've admired those dream-car lines...once you've relaxed in that luxury interior...you'll lose your heart for sure. But wait! The real thrill comes when you take the wheel. When you feel the surging power of the "Rocket" Engine...the carefree smoothness of Hydra-Matic Drive*...the gliding ease of Oldsmobile's "Rocket Ride." Here indeed is a "smart riding habit"...a very good habit for you!



A General Motors Value

"R O C K E T" O L D S M O B I L E

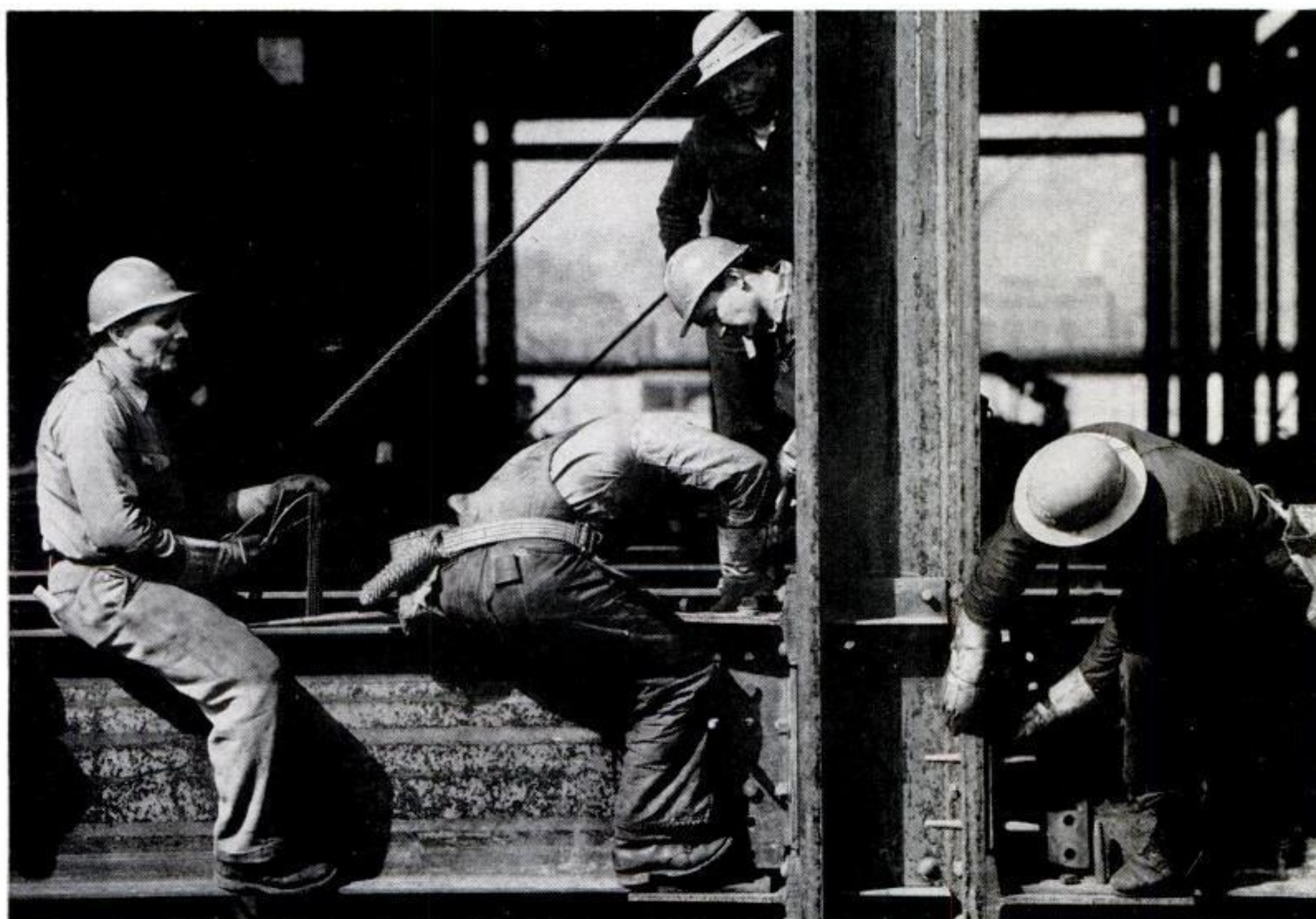


"THE HOMES OF PITTSBURGH'S PEOPLE"

THE FEELING OF A CITY

Clyde William Hare Jr., 24, came east a year ago from Bloomington, Ind. for his first real post-college job, an assignment to cover Pittsburgh, Pa., for its university's photographic library. A country boy, he was enchanted by the city and has made 15,000 pictures of it. In this story he has tried to

tell his feeling for Pittsburgh in a minimum of pictures, showing its people and their surroundings and touching only lightly on the familiar steel and smoke which make a backdrop for their lives. The captions printed here are his. Hare also won Third Honorable Mention for individual pictures.



"THEIR JOBS"

Want to hear
your family brag
about your cooking?



MOST FAMILIES just take mother's good cooking for granted! You know how it is!

But wouldn't you like to see them suddenly sit up and take notice—hear them toss around compliments, right and left?

Here's how—and right now!

Add Ac'cent to your cooking, and taste the difference... taste the honest-to-goodness flavor of good food—more flavor than you ever dreamed your familiar dishes had in them!

Ac'cent (pure monosodium glutamate) is that new wonder-working seasoning that unbelievably *intensifies* the good, *natural* flavors already in meats, poultry, vegetables, soups, salads and left-overs—actually *brings out* flavor, and *holds it*. Yet, this "third shaker" adds no taste, color or aroma of its own.

Nothing could be simpler! And nothing else does it like Ac'cent. Just a touch in your cooking and—"Mom, you're wonderful!"

Ac'cent®
PURE MONOSODIUM GLUTAMATE

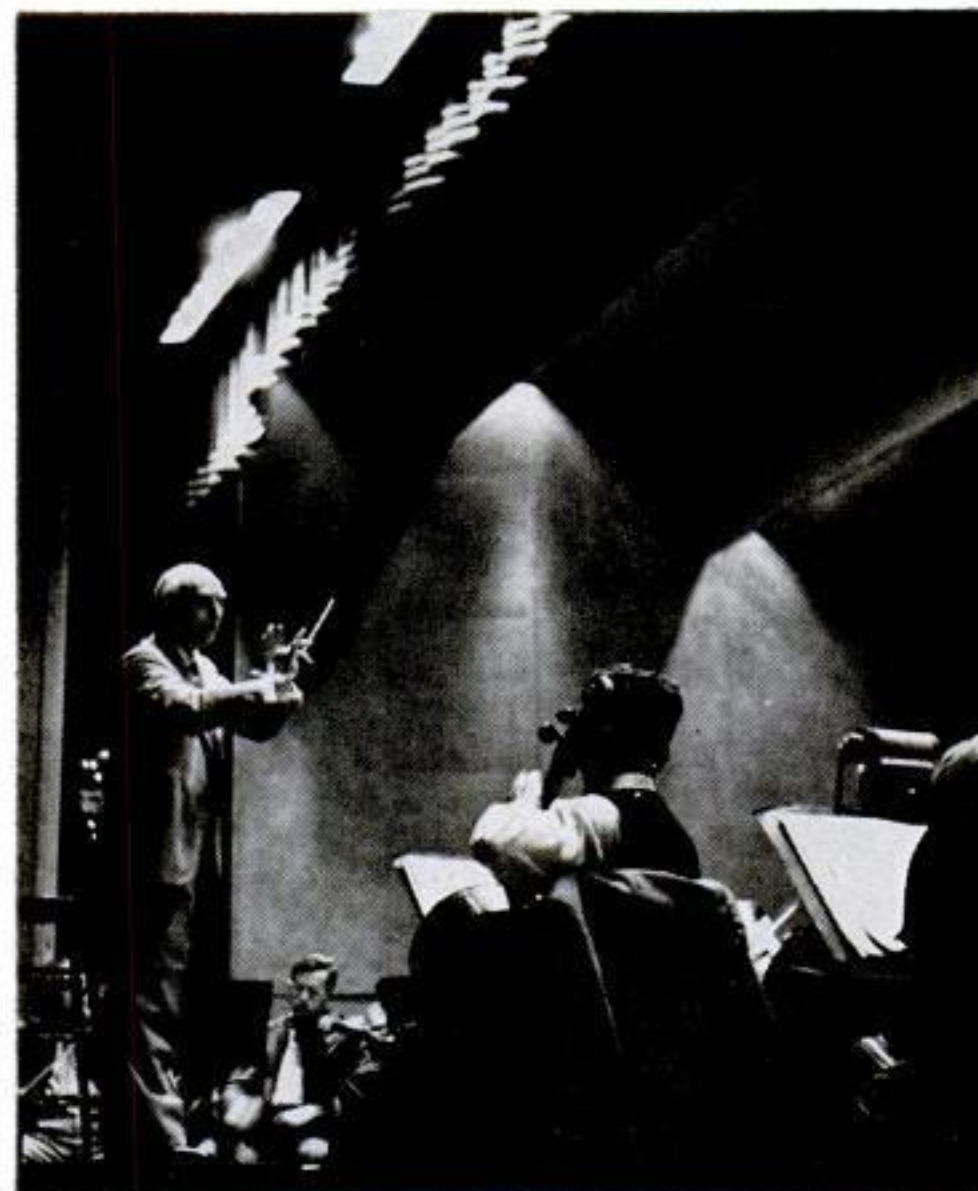
...makes
good
cooking
taste
better!



*T. M. property of Amino Products, International Minerals & Chemical Corp., 20 N. Wacker Drive, Chicago 6, Illinois



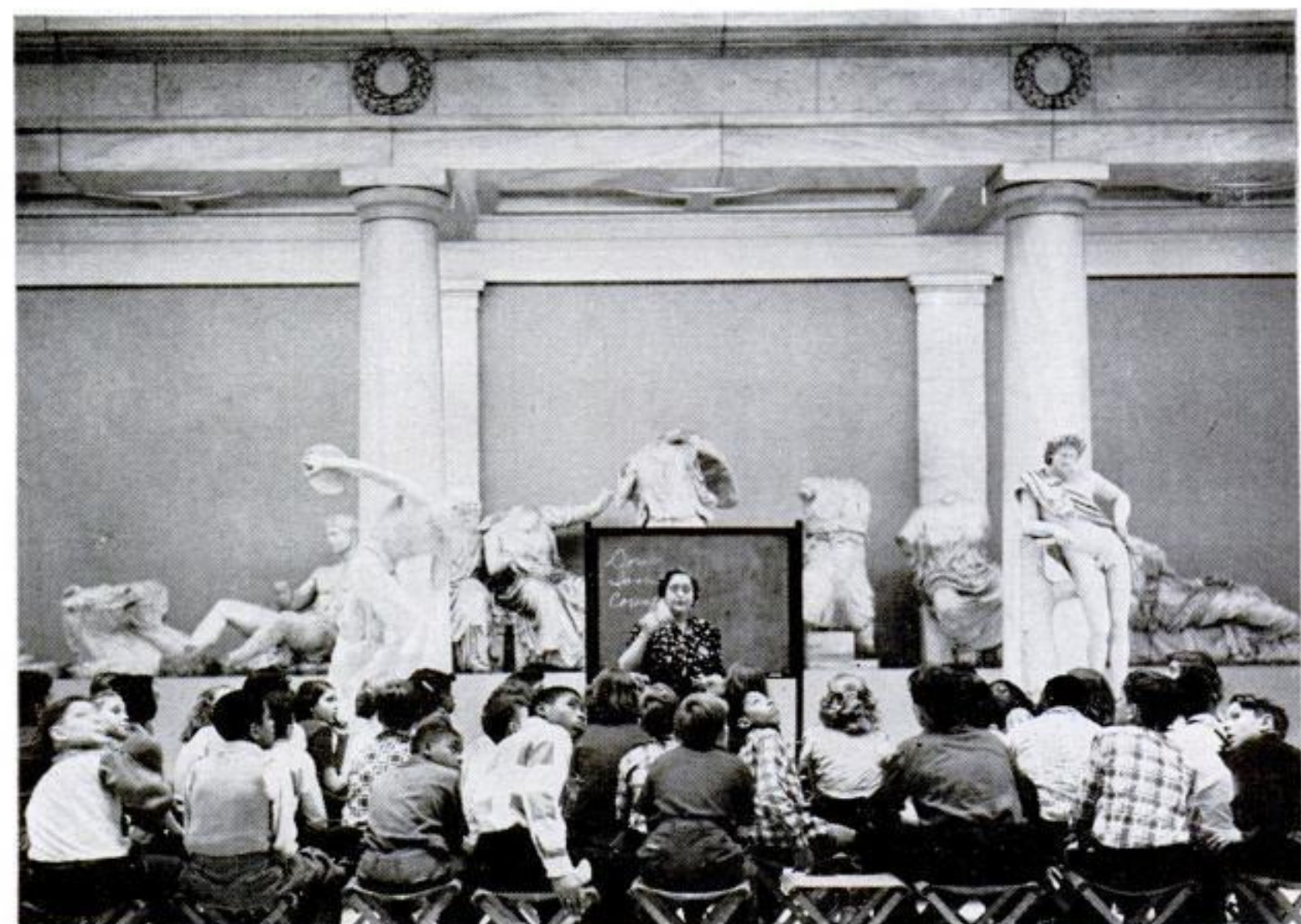
"THE PEOPLE THEMSELVES"



"THEIR CULTURE"

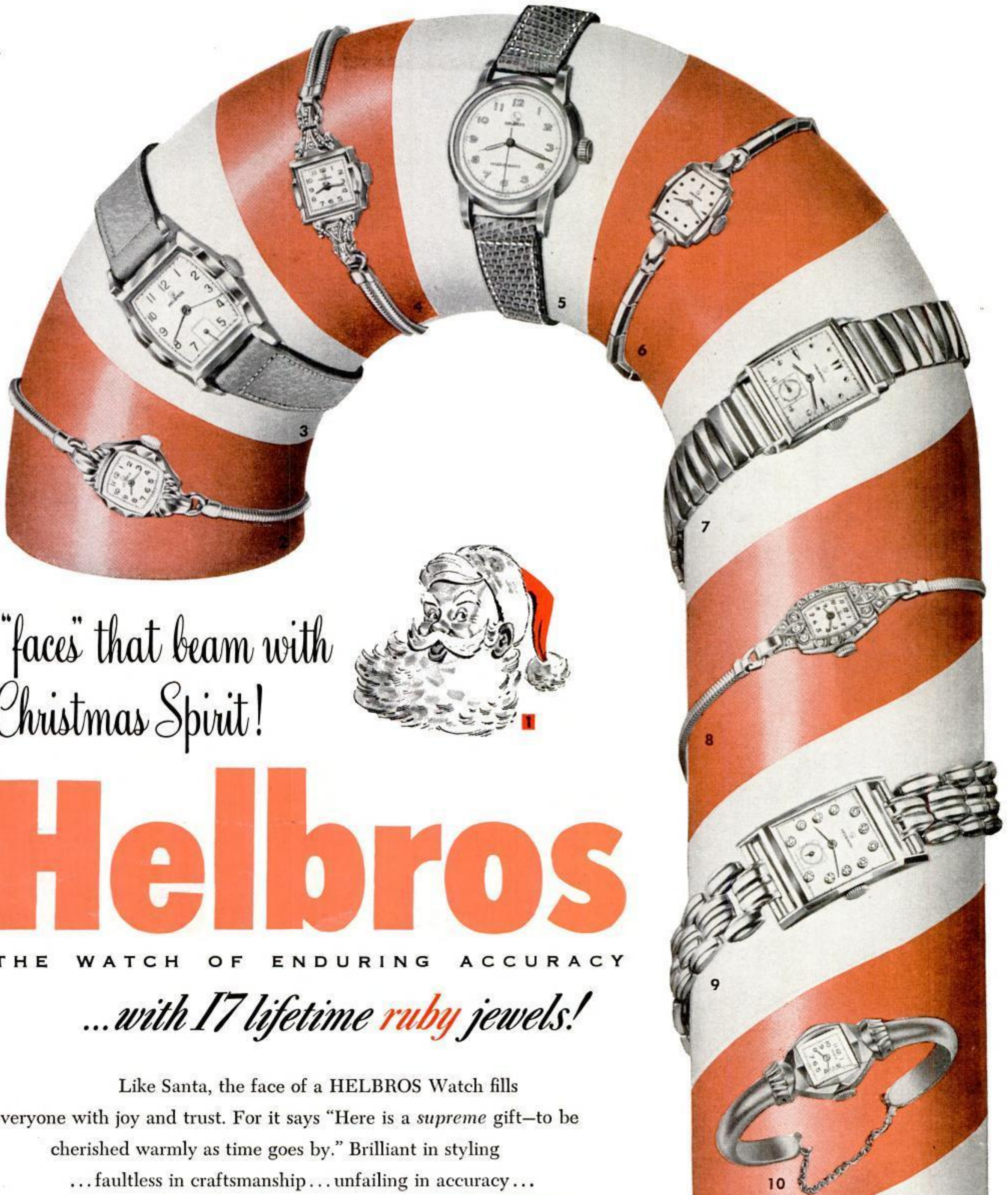


"THEIR BELIEFS"



"THEIR EDUCATION"

CONTINUED ON PAGE 62



10 "faces" that beam with
Christmas Spirit!



Helbros

THE WATCH OF ENDURING ACCURACY

*...with 17 lifetime **ruby** jewels!*

Like Santa, the face of a HELBROS Watch fills everyone with joy and trust. For it says "Here is a *supreme* gift—to be cherished warmly as time goes by." Brilliant in styling
...faultless in craftsmanship...unfailing in accuracy...
HELBROS is everything a fine watch should be—except expensive!

1. A face everyone knows—and loves!
2. HELBROS "Honey"—17 Jewels.
Matching bracelet. \$33.75
3. HELBROS "Champ"—17 Jewels.
Genuine leather strap. \$29.75
4. HELBROS "Stella"—17 Jewels. 2 genuine diamonds.
Matching bracelet. \$49.75
5. HELBROS "Wind-O-Matic D"—Fully automatic, self winding. 17 Jewels. Shock resistant, waterproof.* Stainless steel case. Genuine leather strap. \$52.50
6. HELBROS "Rosetta"—14K gold case with expansion bracelet. 17 Jewels \$71.50

7. HELBROS "Robert"—Gold filled case with expansion bracelet. 17 Jewels. \$59.75
8. HELBROS "Regency W"—17 Jewels. 14K white gold case, with 18 genuine diamonds. Matching bracelet. \$225.00
9. HELBROS "Willard"—14K gold case. Dial set with 11 genuine diamonds. 17 Jewels. Expansion bracelet. \$195.00
10. HELBROS "Adorable C." Built-in "bangle" bracelet. 17 Jewels. \$49.75

All prices include Federal tax

HELBROS WATCH CO., INC. • New York 19, N. Y.



THE RUBY SOLVES THE RIDDLE: Specially selected precious Ruby Jewels guard the precision accuracy of every HELBROS watch movement.



*Look on the face of the watch
for HELBROS—at better jewellers
everywhere!*

*When opened and closed
by a competent watchmaker

America's Foremost Wine Merchants
since 1830

BELLOWS

a name backed with 120 years
integrity, experience, and fine quality

AT NO EXTRA COST



The best Whiskies
on the Market Today



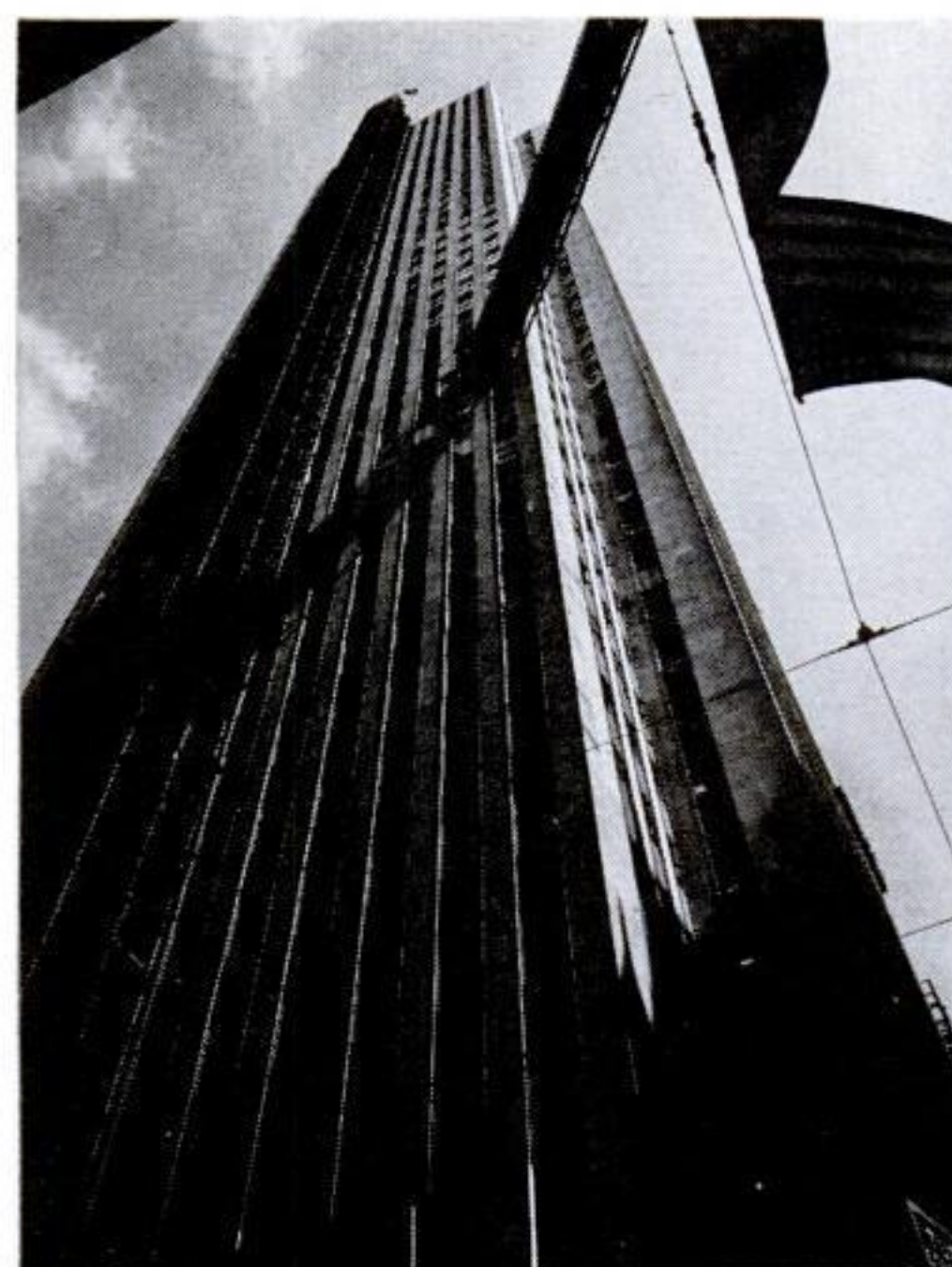
Pittsburgh CONTINUED



"SOME THINGS THEY WERE ONCE PROUD OF"



"SOME THINGS THEY ARE NOT PROUD OF"

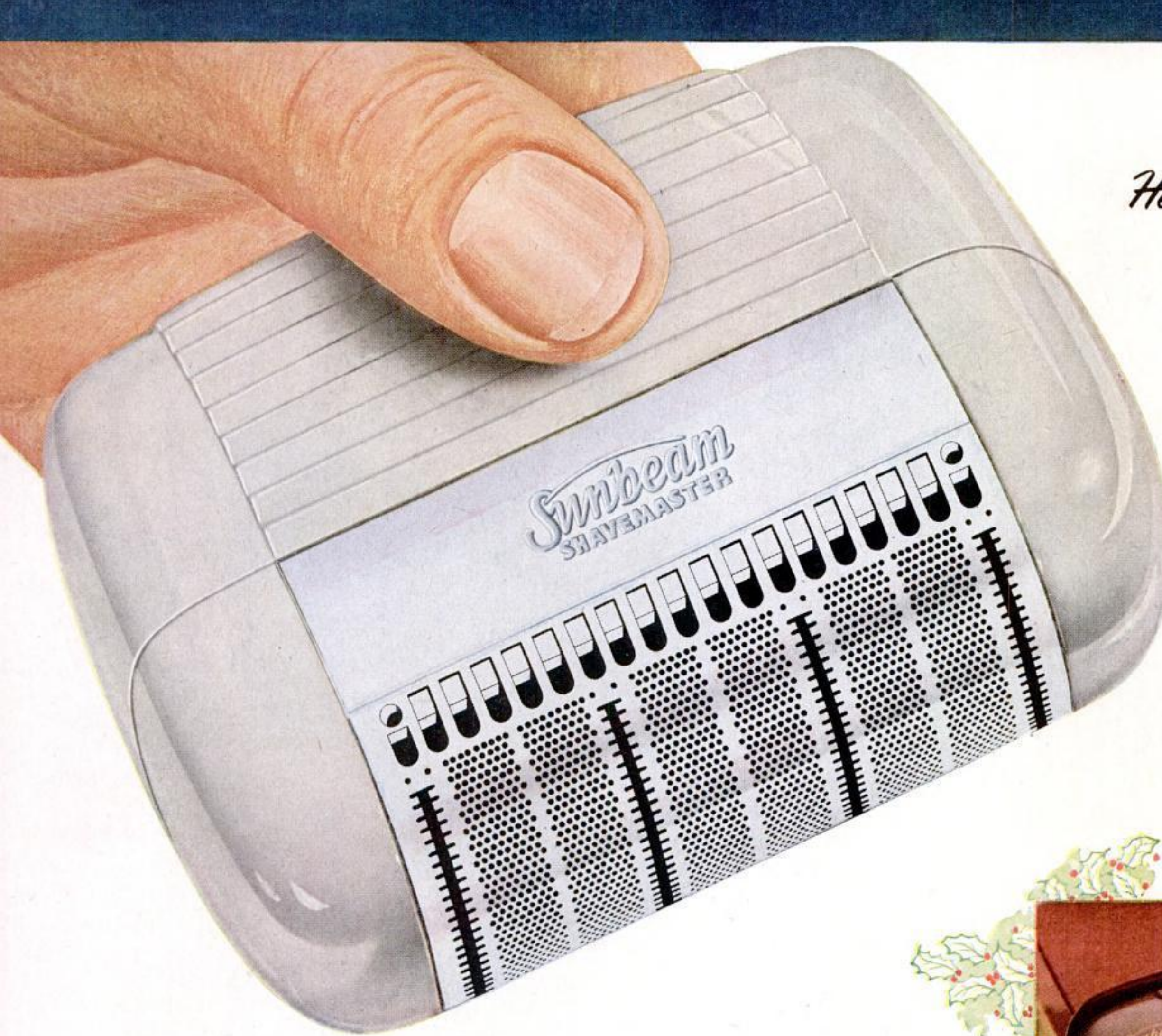


"SOME THINGS THEY ARE PROUD OF"

Give him the one men like best

Sunbeam SHAVEMASTER

the **BEST SELLING** electric shaver in '51



Here's why...



Sunbeam SHAVEMASTER
is the **NATIONAL FAVORITE**

SHAVES CLOSER, CLEANER The top reason men prefer Shavemaster, dealers say, is the s-m-o-o-t-h-e-r, cleaner shave it gives. No beard too tough—no skin too tender. Only Shavemaster's bigger single, continuous-round shaving head makes this superior performance possible.

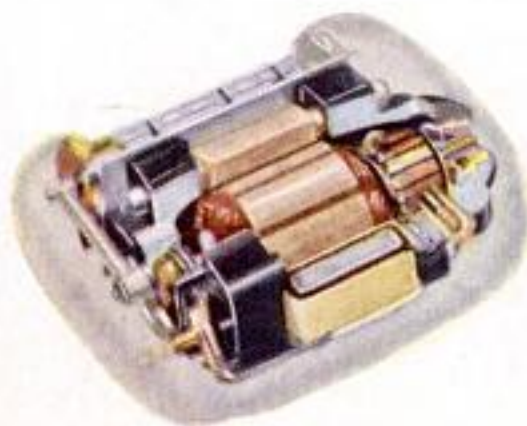
SHAVES FASTER A big portion of the men who have made Shavemaster the best seller are men who once thought electric shavers took too long and wouldn't shave a beard like theirs CLOSE enough. Shavemaster gave them the pleasantest surprise of their lives. It takes the average man about 7 minutes to lather and shave with soap-and-blade. That man gets a better shave with his Shavemaster in a fraction of that time. Even if you've got the toughest, heaviest beard, plus a tender skin, you'll shave faster and smoother than by any other method, wet or dry.

GREATER COMFORT, CONVENIENCE You get a closer shave—more comfortable—more convenient—no nicks or cuts, muss or fuss this new Shavemaster way. Find out for yourself.

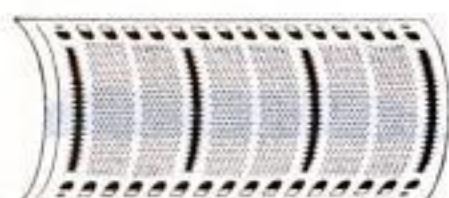
IN OUR country it's you, Mr. John Q. Public, who determines popular choice. The products that give you the most satisfaction become the "best sellers" in our American markets. Better results in home use is the ingredient any product must have to win your *continued* preference.

Which electric shaver is the popular choice of John Q. Public—and why?

Market Facts, Inc., a leading independent fact-finding organization, interviewed dealers from coast to coast to find out which was the **BEST SELLING** electric shaver in most stores—and why. The answer was Sunbeam Shavemaster. That is a pretty sound tip for **YOU** if you're looking for closer, faster shaves with greater comfort and convenience—and *what man isn't?* See the famous Sunbeam Shavemaster at your Sunbeam dealer's. Most dealers are prepared to have you try it right in their stores.



The **ONLY** electric shaver with a powerful, 16-bar armature, self-starting **REAL Motor**



MODEL W SHAVEMASTER



Multiple Heads

Why we use **ONE BIGGER, SINGLE HEAD** instead of a multiplicity of small heads

The smooth, comfortable continuous-round Sunbeam head has over 3000 shaving edges and the lightning-fast single cutter makes over 24-million shaving actions per minute—more than any electric shaver with multiple heads.



Dress by Pat Penno

Exciting, New
for
Fresh,



Step 1: It's so simple and easy—with lanolin-rich Max Factor Pan-Cake* Make-Up, the only cake make-up guaranteed not to dry your skin. Choose your shade with the tone of your skin as your color-cue. There's one of 12 Max Factor color-harmonizing shades that's just right for you. Then—begin, of course, with a clean skin.

JOAN EVANS

as she looks when away from the cameras.

This lovely SAMUEL GOLDWYN artist now starring in

"ON THE LOOSE"

an RKO-RADIO PICTURE

is one of the many Hollywood beauties who depend on Max Factor Pan-Cake Make-Up and Lipstick for that fresh, young, *Natural Look* . . . wherever they go . . . whatever they do!

(For her fair skin and reddish-blond hair, Joan achieves complete color-harmony and fashion-harmony with Max Factor Clear Red No. 1 Lipstick and Amber No. 1 Pan-Cake.)

● **Important!** These instructions are not recommended for use with ordinary cosmetics. Results are guaranteed* only if you use genuine, patented Max Factor Pan-Cake Make-Up and Lipstick.

● ***Guarantee:** Buy either or both of these Max Factor products at any cosmetic counter and use according to directions. If you don't agree that they make you look lovelier than ever before, the very first time you use them, simply return unused portions to Max Factor, Hollywood, for full refund.

*Pan-Cake (trademark) means Max Factor Hollywood cake make-up.



Max Factor Non-Drying,
Indelible Lipstick—
\$1.10, plus tax
Created in 12 Fashion-
Harmony Shades.

Easy Way you to have that Young, *Natural* Look

These 5 simple steps give you the off-stage beauty secret of Hollywood's loveliest stars . . . as revealed for the first time by Max Factor! Here the World's foremost make-up expert shows you how to appear at your alluring best, without a trace of "made-up" look!

Here's lovely make-up, so light and sheer your face can't even feel it! But you *know* it's there . . . ah, yes! . . . by the envious look from feminine eyes, from the admiring glances of men!

It's made possible by use of certain fabulous products created (and patented) by Max Factor—and by methods he has perfected through the years while guarding the beauty of Hollywood's most precious complexions. Max Factor (and Max Factor alone!) is now able to offer you this new off-stage make-up, *guaranteed** to give you perfect results *the very first time you use it!* Just follow the 5 steps pictured below and see how Max Factor's exclusive blend of ingredients brings out your natural loveliness as no other make-up—no other method—could possibly do!



Step 2: For best results, use a sponge—wet, not just moist. Saturate it with water, then squeeze just short of the dripping point, and rub *lightly* over your Max Factor Pan-Cake. Use quick, light strokes to put a *thin* film over your entire face and throat. Do keep it *thin*! Then, while still moist, blot your face *immediately* with tissue.



Step 3: Puff on a light coating of powder, brushing off surplus. And there's your soft, lovely, natural-looking Max Factor mat finish! If you prefer the "sheen look", pat your face lightly, now, with clean, damp sponge. That does it! Either way, every tiny blemish is completely concealed; Max Factor's exclusive blend of ingredients covers more perfectly than any other make-up.



Pan-Cake Make-Up by Max Factor—\$1.60, plus tax. In 12 flattering shades—to harmonize with any complexion. At leading drug and department stores



Step 4: Now—your lips; any shape you prefer. Let make-up overlap them before applying Max Factor Lipstick. To make lips thinner, draw outline just inside lip edges. To make them fuller, carry color over edges. Famous Max Factor Non-Drying, Indelible Lipstick covers *completely*; patented basic colors never make lips sensitive or parched. Much creamier, too; contains much more lanolin than any other lipstick.



Step 5: To make *super-indelible*, rub lips with tip of finger, after applying lipstick. The longer you rub, the more indelible the color. Then apply more lipstick and blot with tissue. Don't bite tissue; press it firmly to lips—and remove carefully. Lipstick color will stay on; *never come off on anything or anybody*. For lips with that fresh, shiny look, apply lipstick again, but *don't blot*!



Now look! A radiantly fresh, new YOU . . . transformed by Max Factor's magic make-up! Your skin so petal smooth, your lips so alluring! You're so much more *naturally* lovely than ever before! And you don't *look* made-up. You will *keep* that dewy-fresh, natural beauty, too, for hours and hours.

MAX Factor—for that Fresh, Young, *Natural* Look

Say "Merry Christmas" the finest way!

At Christmastime, you can pay no more gracious compliment to those you remember than by sending cards they'll recognize and appreciate as the very finest. You'll find just such quality Christmas cards in each of these distinctive new boxed assortments by Gibson. Choose yours now for best selection while shopping is easy. And you may be sure that wherever you send them, the Gibson name on the back will mean you've said "Merry Christmas" the very finest way.



Select from America's favorite box assortments!



Special Value Assortment
Original Kodachrome prints aglow with bright, natural color. Twenty-five cards, \$1.20



Tales of a Wayside Inn
Authentic scenes and quotations from Longfellow's famous poem. Fourteen cards, \$1.00



Smilin' Santa Assortment
Greetings expressed by Santa himself... bright as Christmas morning. Fourteen cards, \$1.00



Mr. and Mrs. Assortment
A delightfully different way for couples to say "Merry Christmas." Twelve cards, 79¢



Charles Dickens Assortment
Beautifully illustrated scenes from the author's best known works. Fourteen cards, \$1.00



Wee Three Assortment
A trio of angels carry your greetings in the gay Holiday mood. Twelve cards, 79¢
Slightly higher in Canada



GIBSON

Christmas Cards

GIBSON ART COMPANY • CINCINNATI, OHIO
Publishers since 1850

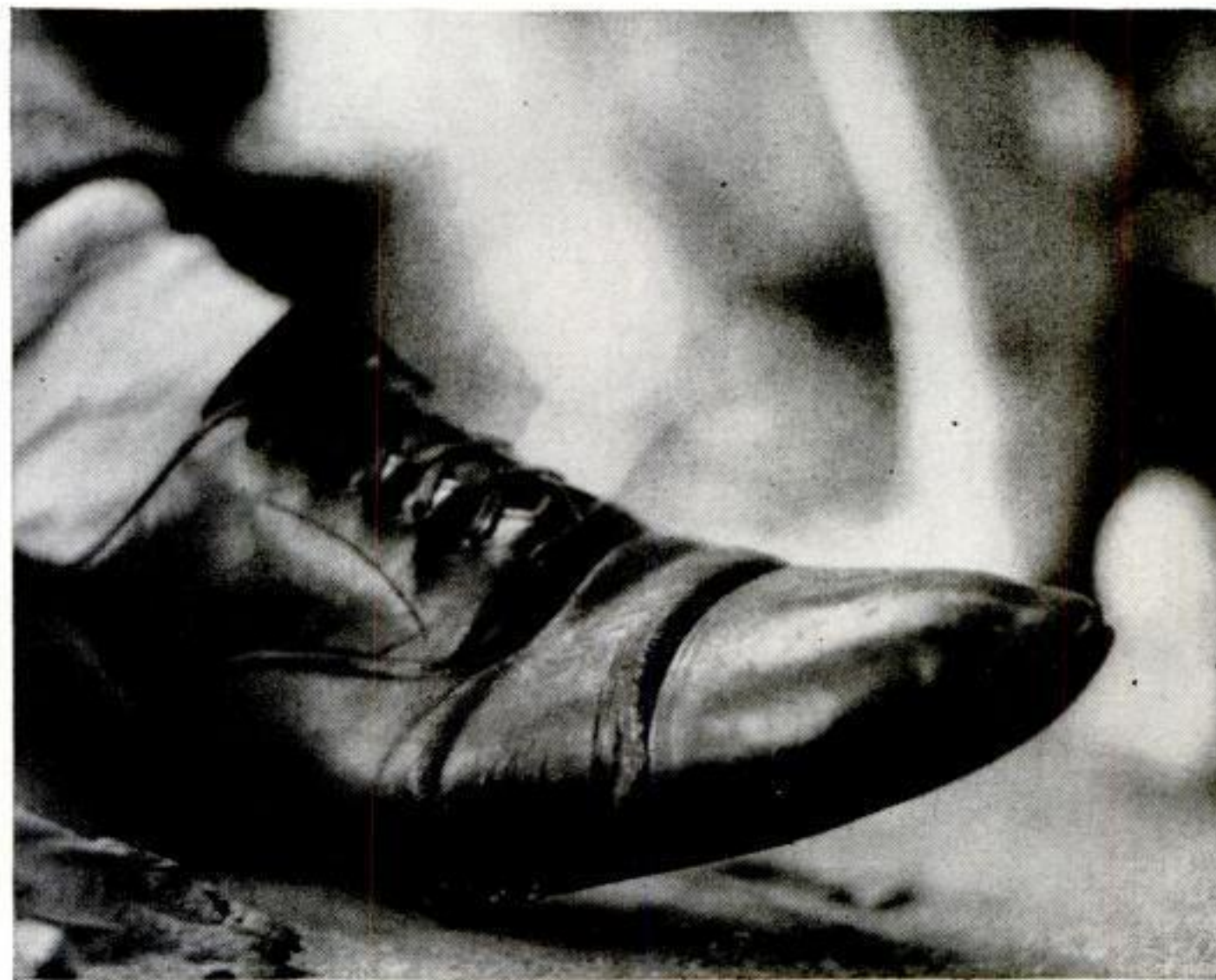
THESE AND MANY OTHER FINE GIBSON CHRISTMAS CARDS...NOW AT BETTER STORES

1st HONORABLE MENTION
STORY DIVISION



SHOESHINE SHABBINESS

Pensively sitting on a park bench in Washington Square, New York City, Saul Leiter, 28, noticed that the shabbiest shoes in the square were worn by bootblacks who shined others' shoes. A free-lance photographer and artist, Leiter is interested in such paradoxes. His wedding guests printed in LIFE (Speaking of Pictures, Sept. 3) looked like mourners. To record the "fabriclike quality" of some shoes (*below*), the "personality" of others (*below, right*) and the once-sturdy brogans (*right*) pulled apart by prayerful kneeling, he took along a girl friend who bought shine after shine. She deliberately scuffed her pumps between polishings while Leiter photographed the bootblacks' feet. All told, it cost him \$10 in shines to get his pictures.





"DA PITCHAH STARTS WHERE DA KING IS TELLIN' OFF KITTY'S BOYFRIEND"



"DA KING IS PUTTIN' ON



"DEN ANUDDER WOMAN CHASES HER UP DA STAIRS AND YELLS 'YA WON'T GET AWAY WID DIS!' "



"DEN DA UDDER WOMAN SCREAMS

JIMMY TELLS ABOUT

Jimmy Hendon is the hero of these pictures, but only by accident. Jimmy has a cute kid sister whom Photographer Ruth Orkin was looking for on Horatio Street in New York, hoping to make a few portrait shots. Instead, Miss Orkin spotted Jimmy and his pals fighting in the gutter. They soon made peace, and one of them said, "Come on, Jimmy, give us a movie." So Jimmy told them about *Kitty*, a fancy costume movie with Paulette



DA DOG FOR KITTY"



"DEN DIS CRAZY GUY—HE GOES TO GRAB HER"



AN' FALLS DOWN DA STAIRS"



"WAIT . . . I'LL GO BACK A LITTLE FURDER, I SKIPPED SOME"

KITTY AND THE KING

Goddard playing a model to Painter Thomas Gainsborough, and a lot of fights and crazy goings-on. The kids were too absorbed to notice Ruth Orkin, who stood in the street, clicking away and making notes for captions.

Photographer Orkin won Third Prize in the Individual Picture Division (p. 22). This sequence, taken with a Contax, also won her First Honorable Mention in the Picture Story Division, bringing her prizes to \$850.



'Twas the night after Christmas

—And Santa came back
On account of a present he'd brought in his pack.
"Good coffee! I love it!" he said with a cheer.
"Good coffee! I want it! And that's why I'm here!"

We had us some coffee—so clear and so mellow
I poured several cups for the jolly old fellow.
He left with a smile, said to know me was nice
But only a SILEX* would make him call twice!

* Santa meant the Silex Coffeemaker . . . but the sentiment goes for any Silex product. Give Silex for Christmas and you'll be remembered every day in the year!



Beautiful, Colorful **SILEX Coffeemaker**

Makes the best coffee ever.
Smart SILEX COFFEEWARMER—shown above
—keeps it hot by candlelight.

VACUUM
SEAL

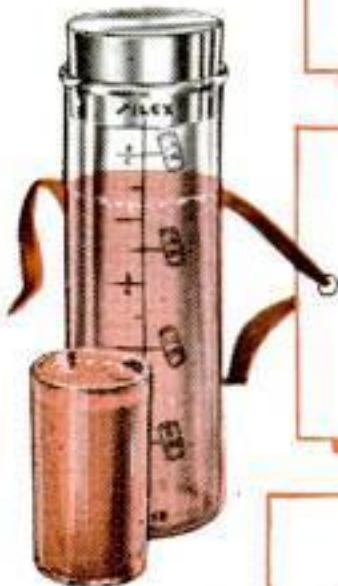
Amazing Food Saver **SILEX Fresherator**

New air-tight container keeps vegetables, fruit, cheese, leftovers fresh in your refrigerator up to 14 times longer. 3 handy sizes.



Better Fruit Juices with **SILEX Mixie**

You get more flavor when frozen juice is blended and aerated in Mixie. Perfect for mixing, pouring, storing.



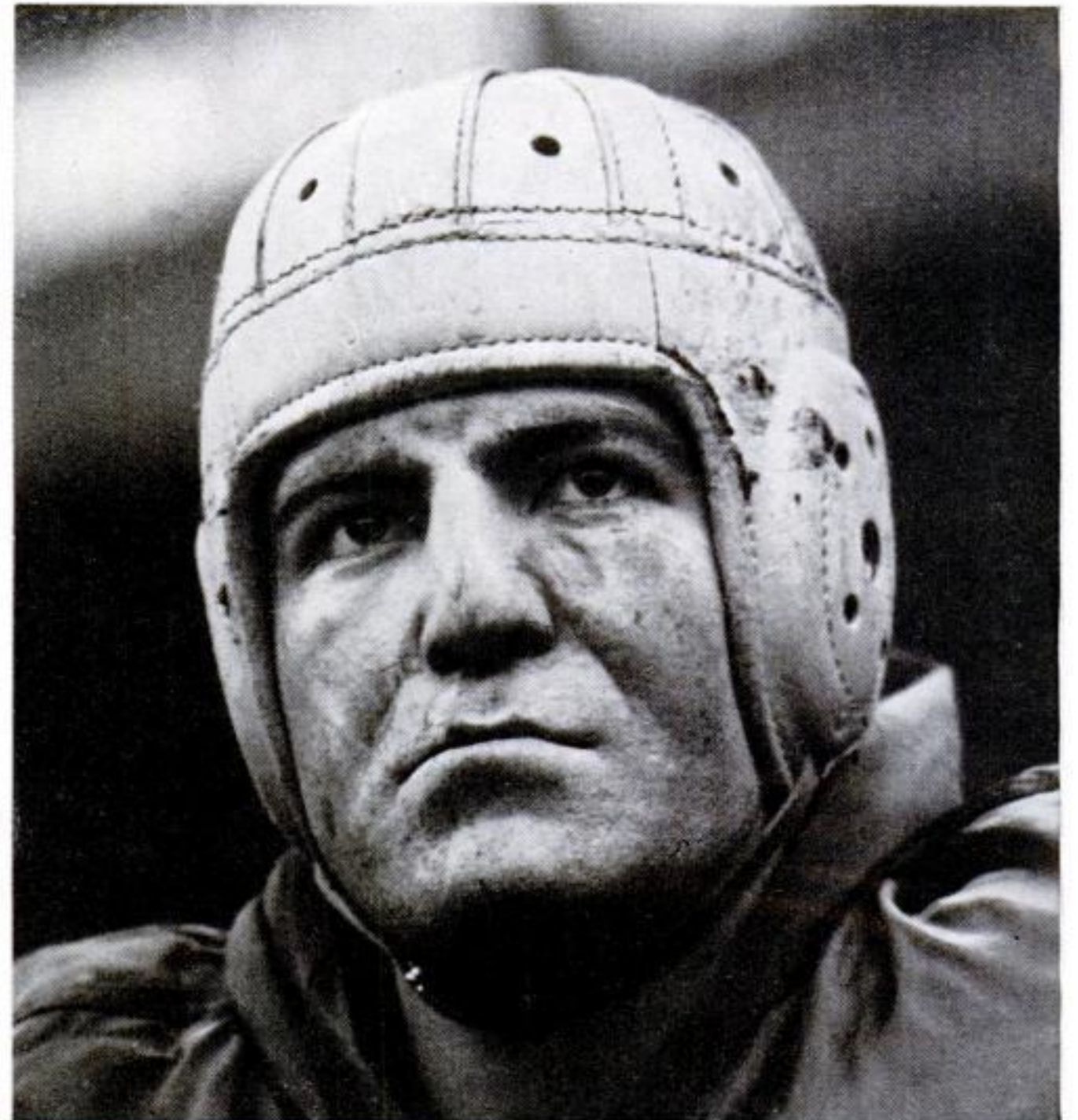
Lightest, Fastest **SILEX Steam Iron**

A wonderful iron that holds the most water and steams longest without refilling. Yet weighs only 2¼ lbs!



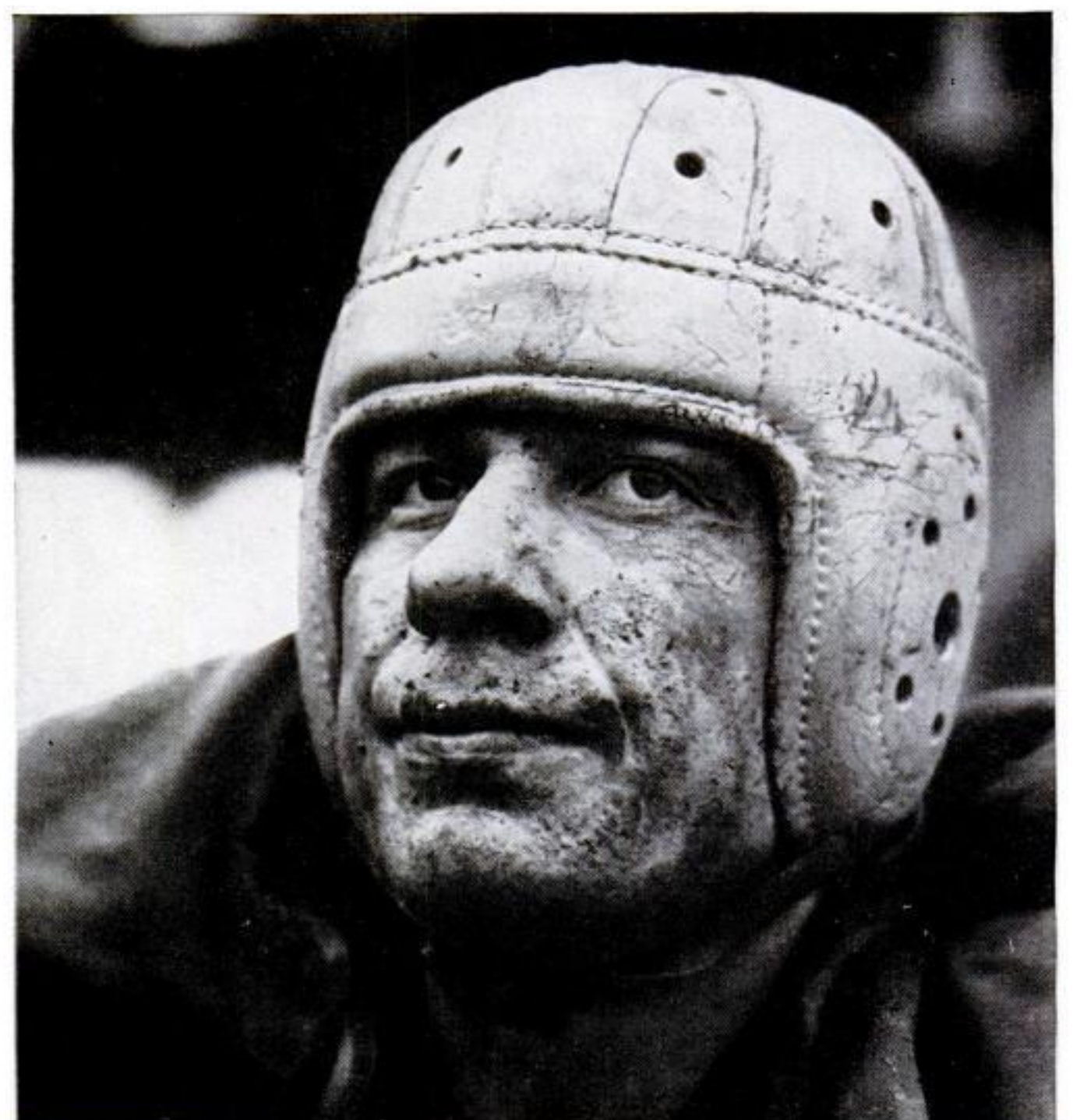
Give **SILEX** for Christmas
and you'll be remembered every day of the year!

The SILEX Co., Hartford 2, Conn. • In Canada: The Silex Co., Ltd., St. Johns, P.Q.



TWO SAD PROS ON THE BENCH

Surprisingly there were few sports pictures submitted in the contest. Among the best were these two, shot in the rainiest, muddiest battle of the 1948 pro-football season when the Pittsburgh Steelers lost to the N.Y. Giants by one touchdown. As New York made its winning drive, Arthur Rickerby, 30, an Acme photographer, who also won First Honorable Mention in Individual Pictures (p. 24), turned his camera on the Steelers' bench, took these studies in the monolithic anguish of two men being hurt in the heart—and, as paid gladiators, in the pocketbook too.





Keep Christmas, and all the happy days in movies you make yourself



... and now home movies are for every family. There's a Brownie Movie Camera, you know, that costs only \$44.50 and most dealers offer easy terms.

Christmas is a smiling, wide-eyed child
... your little ones come heart-warmingly
alive in movie "close-ups."



Christmas is hope burning bright in a little
girl's heart ... she's always your little one ...
in movies you make yourself.



Christmas is a tree—truly an evergreen tree.
The joys of Christmastime live on ... in
home movies.



Christmas is green and red, silver and gold
... home movies are as vibrantly colorful as
the day itself.



Christmas is one happy surprise after
another ... home movies capture the joy
reflected in every smiling face.



Christmas is an "aim-and-press-the-button"
day ... movies are simple as snapshots;
you get beauties from the very beginning.



Christmas is the soft purr of movie cameras,
as family after family captures the high
moments of this happy day.

Only \$44⁵⁰ and Kodak's new Brownie Movie Camera
is yours ... complete ... for wonderful
home movies starting on Christmas Day. This camera operates as
simply as the snapshot "Brownie" you grew up with ... makes crisp,
clear movies with true Brownie ease.

Film costs are low, too. The little movie you see above ... made
into seven full-length scenes in full color ... need cost no more than
a dollar. (Film processing included!)

Yes, easy to make, easy on the budget, easy to get started *this*
Christmas ... that's home movies the easy Kodak way!

Eastman Kodak Company, Rochester 4, N. Y.

Brownie Movie Camera, 8mm. (left) \$44.50. Built-in
exposure guide; fine, fast f/2.7 lens.

Cine-Kodak Reliant Camera, 8mm. (right) \$84.50. F/2.7 lens;
built-in exposure guide; slow-motion movies, too.
Accepts accessory telephoto lens.



Prices are subject to
change without notice and
include Federal Tax ap-
plicable when this ad-
vertisement was released
for publication.

Kodak
TRADE-MARK

Copyrighted material

what a gift to

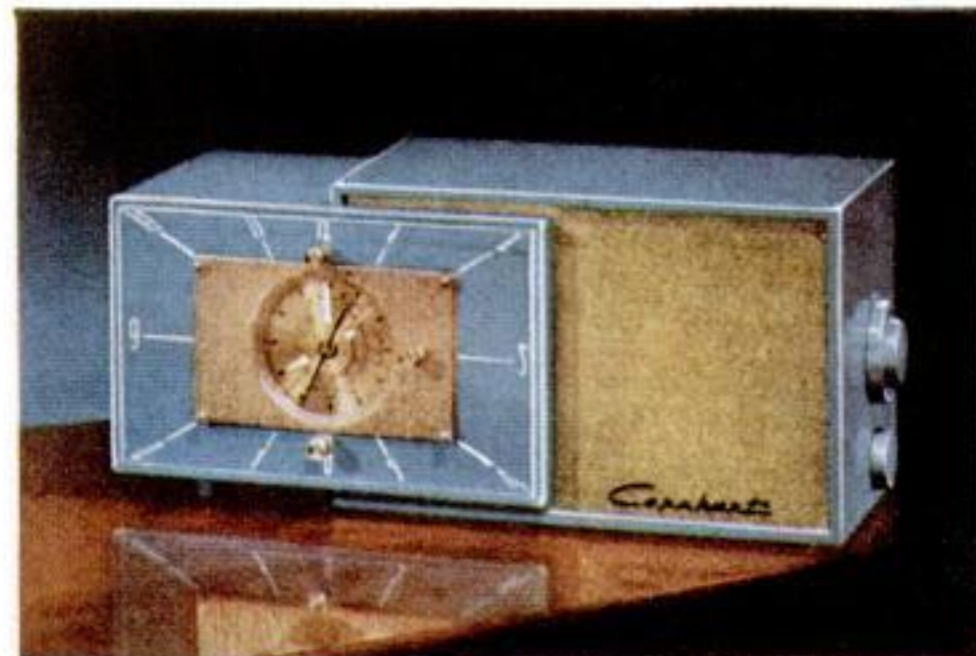


...timed

CHOOSE FROM



ARVIN Your choice of cabinets in three colors — green, ivory or sandalwood.



CAPEHART Cabinet design includes finishes in a range of six colors.



FIRESTONE "Slumbertone." Utility model for bedroom or kitchen, white cabinet, luminous dial.



JEWEL "Wakemaster." Ebony or walnut with ivory grille, or ivory with maroon grille.



PHILCO Your choice of cabinets styled in mahogany, white, or ivory finish.



SILVERTONE "Caroller" model in holiday red, holly green, sunny yellow, ivory or brown.



STEWART-WARNER Santa Fe Red with Mexican Tan grille. Also Ebony, Arctic Grey, Yellow Ivory.

wake up to... a clock radio

THREE GIFTS IN ONE. You get a famous brand radio... a Telechron electric clock that can't run wrong... and an automatic Telechron timer that wakes you to music, automatically turns on your favorite radio programs. So dependable! Telechron Synchro-Sealed Motor is synchronized perfectly with electric power plants, so it has to run right.

TAKE YOUR CHOICE of the handsome clock radios shown here... on sale at leading stores. Most of them sing you to sleep; many have an appliance outlet that permits turning electric appliances on or off. All are timed by Telechron timers. Telechron is a trade-mark of the Telechron Department, General Electric Company, Ashland, Massachusetts.

by **Telechron**[®]
CLOCK RADIO TIMER



THESE FAMOUS BRANDS... ON SALE AT LEADING STORES EVERYWHERE



CROSLLEY Cabinet colors are white, metallic green, metallic blue, tan, chartreuse or maroon.



DEWALD Cabinet finishes come in a wide choice of popular colors.



EMERSON Compact, high-lustre walnut or ivory Bakelite cabinet.



MAJESTIC "Radalarm"® model available in ivory or walnut with contrasting gold front.



MITCHELL "Tone Alarm" utility model with cabinets in your choice of walnut or ivory.



MOTOROLA Cabinets designed in the always popular tan, green and ivory shades.



STROMBERG-CARLSON "MusiClock" all-purpose model in ebony and red; silver grey trim.



TRAV-LER Hand-rubbed wood cabinet in your choice of mahogany or blonde finish.



ZENITH Plastic cabinets in three selected colors: ivory, walnut or ebony.

Enjoy Yourself!



Enjoy Good Cheese!

How well do you know these choice **BORDEN** **CHEESES?**



1. Meet a famous twin
of Nut-Sweet Swiss.

Here's a good-natured cheese that's right at home on all the smartest cheese trays! It's **Borden's Gruyere**—a smooth, firm-textured cheese, made from fine Swiss that has aged at least 11 months. The flavor is delicate, sweet as a nut. Serve it also with crackers and a beverage for an evening treat. Six 1-oz. portions come in a round, clear plastic box.



2. Find out why
Napoleon kissed her.

Once you've tasted **Borden's Military Brand Camembert** you'll know why Napoleon kissed the maid who first made Camembert. The flavor is subtle and sophisticated, with an unexpected delicacy. The center is soft and creamy yellow. For dessert, serve Camembert with oven-warmed crackers or red-rimmed apple slices. The half-circle box contains 3 generous portions.



3. Make friends with
a favorite...
Borden's Pippin Roll!

Wouldn't you like to enjoy the rich, satisfying flavor of sharp Cheddar at its best? **Borden's Pippin Roll** gives you the finest *natural* American Cheddar, aged till the flavor has a tantalizing edge. The cheese is easy to spread and packed in a handy 3-oz. roll. Ideal for canapés and snacks. Cut rounds to fit cracker or serve with your favorite mince or apple pie!



4. Get acquainted
with Lordly
Liederkranz!

In all the world, there's just one **Liederkranz Brand Cheese**, and Borden's makes it. It's a golden-surfaced cheese with a creamy heart and a robust, lusty flavor. A cheese to make a man feel twice a man, yet with a surprising appeal for the ladies! Accompany it with thin-sliced pumpernickel and serve it with a beverage. Or serve it with fruit for dessert. This cheese is at its peak when the center is soft and creamy yellow.



5. Enjoy Roquefort
in a dozen ways!

You won't find a more important cheese for important occasions than **Borden's Napoleon Brand Roquefort**. A green-veined cheese, medium soft in texture, with lots of authority in its spicy flavor. A smart choice for dessert... for cheese trays... or to crumble on a crisp, green, garden salad. Borden's chooses the finest imported French Roquefort, cuts and wraps it in convenient wedges. Available at better food stores.

BORDEN'S FINE CHEESES

Folks who know cheese say "BORDEN'S, PLEASE!"

©The Borden Company



THE REVOLT OF THE CORPSES

Marvin Goldman, a 24-year-old Philadelphia photographer, was walking in New York among the bustling crowds on Broadway when the thought came to him of how the dead too must be bustling in their graves, fighting to return to life. He composed a pantomime, took some friends down to a farm to act out this bizarre series of pictures which *LIFE*'s contest judges thought showed impressive originality and sense of pattern.

HUDDLED HEADS in the grave stare up through black eye sockets at stones above them, murmur against the fate that has consigned them to darkness.

CAVALCADE OF SPORTS

...“Slingin” Sammy Baugh



BAUGH IS THE DEAN OF PROFESSIONAL QUARTERBACKS. AN ALL-AMERICAN AT TEXAS CHRISTIAN, HE JOINED THE REDSKINS IN 1937. IN 1951—HIS 15TH YEAR—HE'S STILL A TOP PASSER!

“SLINGIN” SAMMY BAUGH OF THE WASHINGTON REDSKINS IS RATED BY GRANTLAND RICE AS THE **GREATEST QUARTERBACK OF ALL TIME!** SAMMY HAS COMPLETED MORE FORWARD PASSES THAN ANYONE! HIS 14 YEAR AVERAGE IS **57.3%** AND IN ONE SEASON HE CONNECTED WITH **7** OUT OF EVERY **10!**

THE **GILLETTE SUPER-SPEED** IS THE SLICEST-SHAVING RAZOR OF THEM ALL. I'M GLAD TO RECOMMEND IT TO EVERY MAN

Sammy Baugh

IN BRAND-NEW, STYRENE CASE THAT SPRINGS OPEN AT A TOUCH!

NOW! MORE VALUE THAN EVER!

\$1.00
\$1.75 Value

Gillette
SUPER-SPEED RAZOR

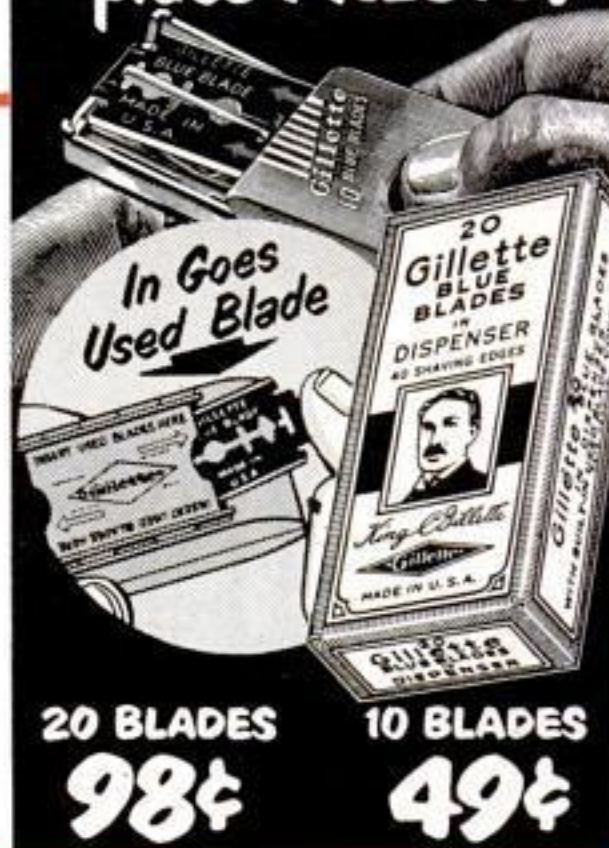
AND IMPROVED 10-BLADE DISPENSER
* HAS HANDY COMPARTMENT FOR USED BLADES

ENJOY THE QUICKEST, EASIEST SHAVES OF YOUR LIFE... GET A MODERN **GILLETTE SUPER-SPEED RAZOR**. PREFERRED BY MEN OVER ALL OTHERS, THIS RAZOR COMBINES **INSTANT** BLADE CHANGING, REAL SHAVING **COMFORT** AND DOUBLE-EDGE **ECONOMY** FOR YOUR UTMOST SHAVING SATISFACTION

You Look Sharp And Feel Sharp, Too, When You Shave With
Gillette Blue Blades

● Shaving's much easier and more refreshing with long-lasting Gillette Blue Blades. Ask for the new dispenser that ZIPS out an unwrapped blade presto and stores the old blade in a handy compartment. Gillette's double edges mean double economy.

ZIP! Blade hooks on ... drops in place **PRESTO!**



20 BLADES
98¢

10 BLADES
49¢

look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades
WITH THE SHARPEST EDGES EVER HONED

Copyright, 1951, by Gillette Safety Razor Co., Boston 6, Mass.

Revolt of the Corpses CONTINUED



A CORPSE RISES in the gray, gloomy light of the graveyard, hears pleas of others who wish to escape from death.



A GRIM LOAD of other corpses is piled on a wheelbarrow, then trundled toward the distant sunlight where the dead expect to come back wholly to life.

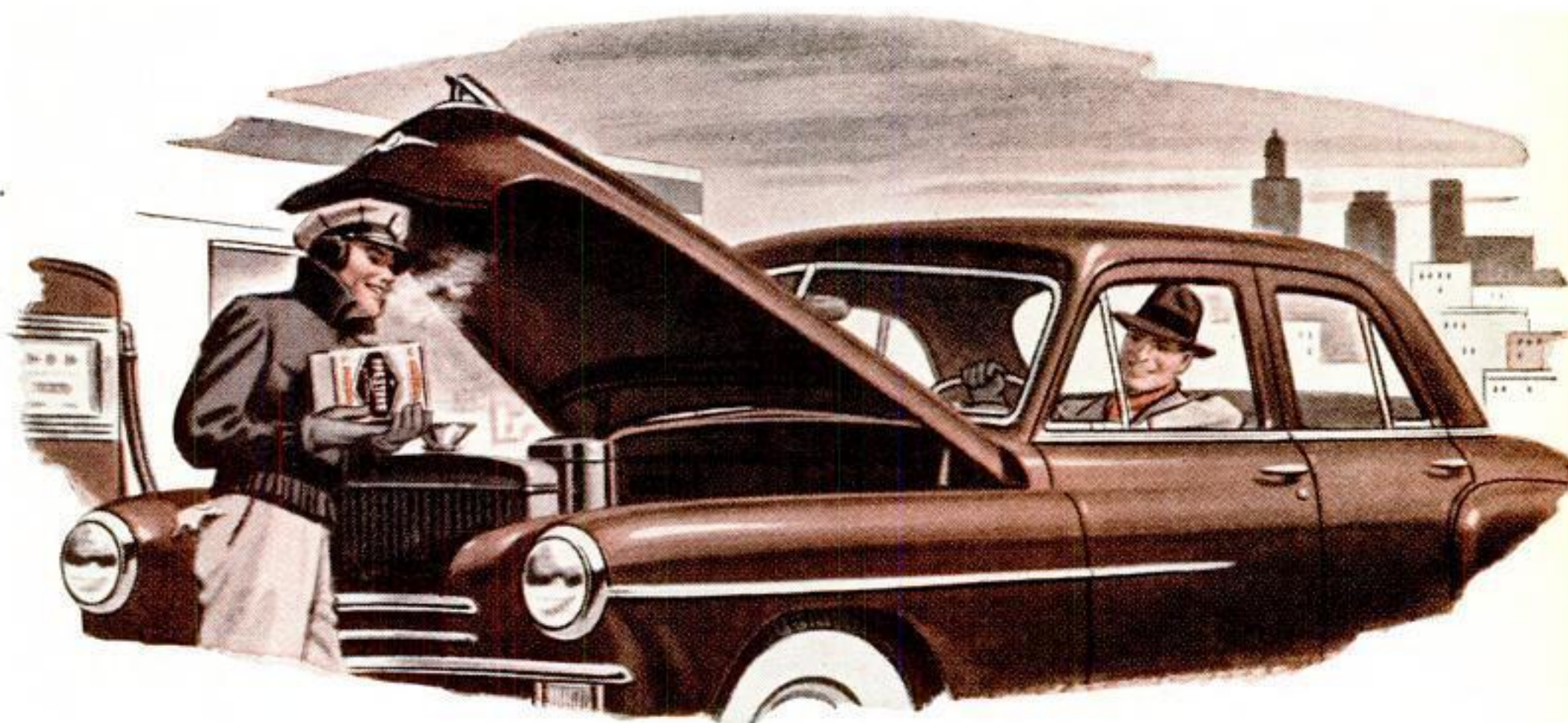


A JOKE is played by corpses, who in the photographer's words "mimic their intended fate" and lie down again in poses of death before their gravestones.

CONTINUED ON PAGE 78

YOU'RE SET!

One shot lasts all winter! Put in "Prestone" anti-freeze and forget it till spring. It won't boil off!

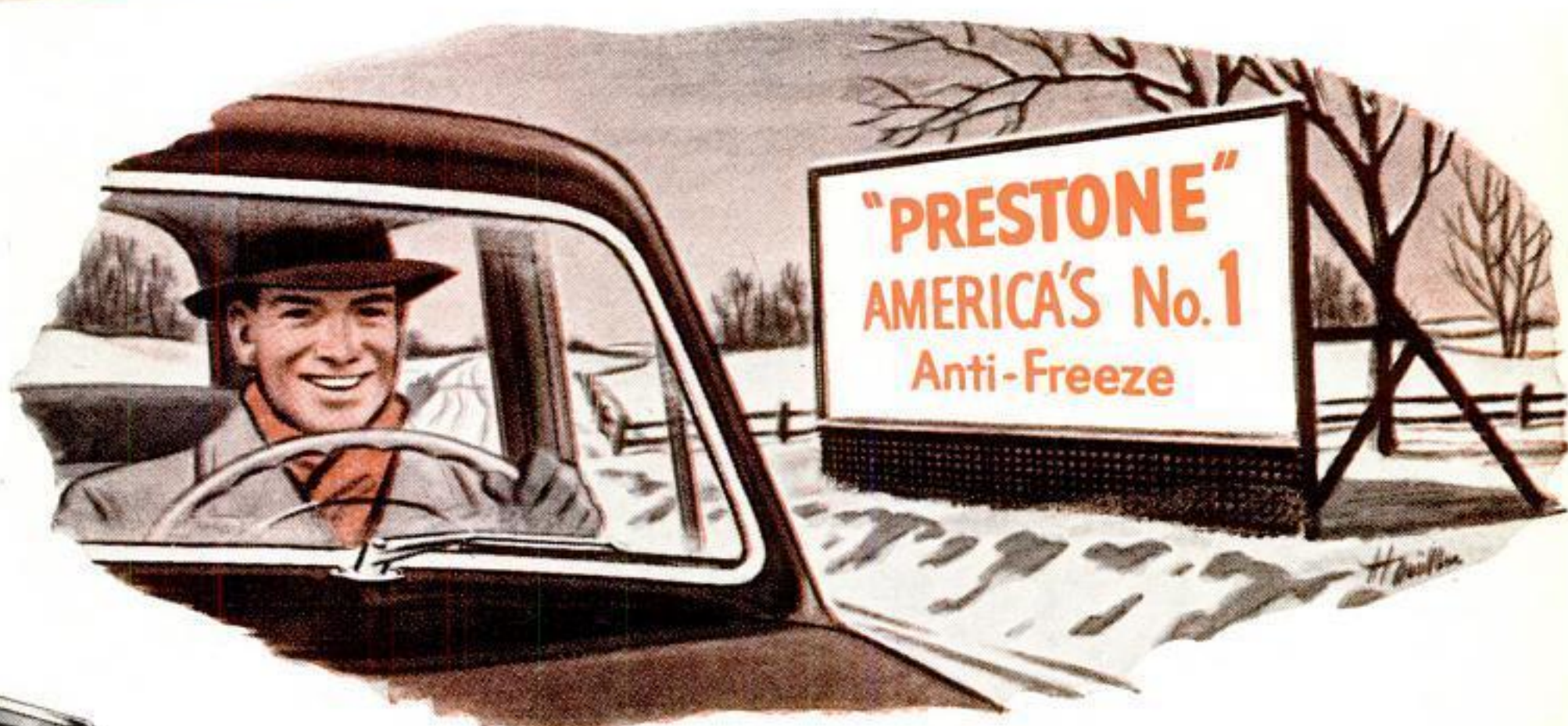


YOU'RE SAFE!

No rust! No foam! No freeze! No failure!
No worry about repair bills!

YOU'RE SURE!

You're sure you have the best!
No other anti-freeze gives the same degree of protection!



"PRESTONE"

BRAND

ANTI-FREEZE

Here's a tip! Many anti-freezes are made of methanol—which is actually boil-away alcohol. Be sure to ask your anti-freeze dealer before you buy *any* brand. Remember, there's not *one drop* of boil-away alcohol in "Prestone" anti-freeze.

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

The terms "Prestone" and "Eveready" are registered trade-marks of Union Carbide and Carbon Corporation



Share the Secret of Famous Chefs Whose
MENU MARVELS
 are Crowned by Sherman Blend Coffee

"A COFFEE SO GOOD
 THAT I HAVE LENT IT
 MY PERSONAL NAME"

Sherman J. Sexton, Pres.
 John Sexton & Co.

There is something about a family business that is different. For more than 65 years the Sexton name has been carried by grandfather, father and son with pride and with the integrity of a family's personal assurance of quality—quality that is far higher than Government Standards.



And when it comes to coffee, that family pride means that nothing has been spared to produce the finest possible blend. It means more than you expect of the mild, blending coffees that give it a clean, winery flavor and greater fragrance.



You save when you buy Sherman Coffee, for you need less . . . It is so full-flavored and rich that you get more cups per pound—and all of it exquisite!

Sixty-five years of blending for those who brew coffee in large quan-

ties—restaurants, hotels, clubs—and you must have every cup exactly right—that is Sexton's experience.

Think what it means to you to have such exquisite flavor every time you make coffee.

TO GROCERS Your customers will appreciate your offering Sexton Quality Foods. If you are not already stocked, write us for full information. Excellent trading areas still available. Address: John Sexton & Co., Chicago, Ill. Est. 1883

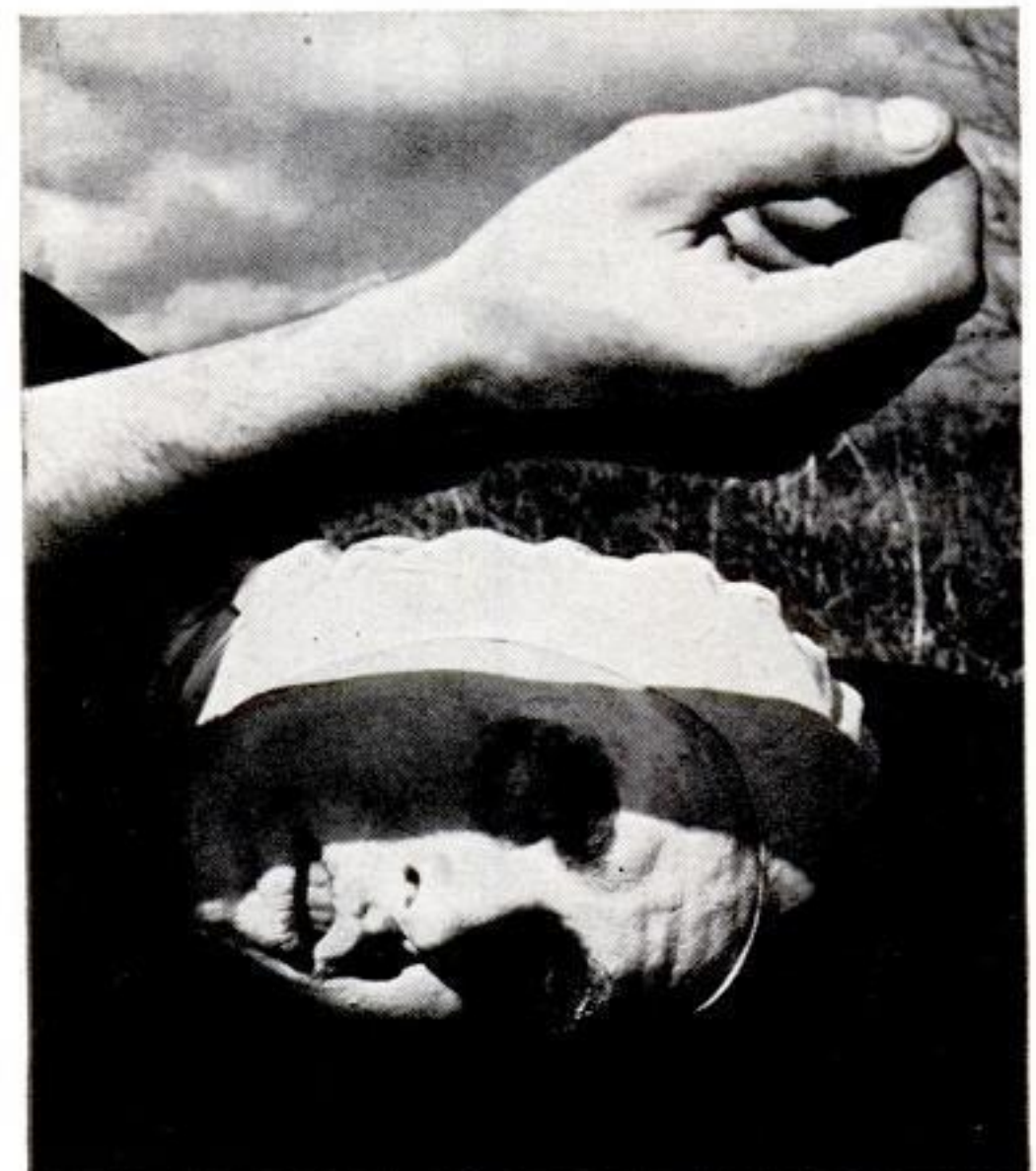
Sexton

Quality Foods Priced for Home Budgets

Revolt of the Corpses **CONTINUED**

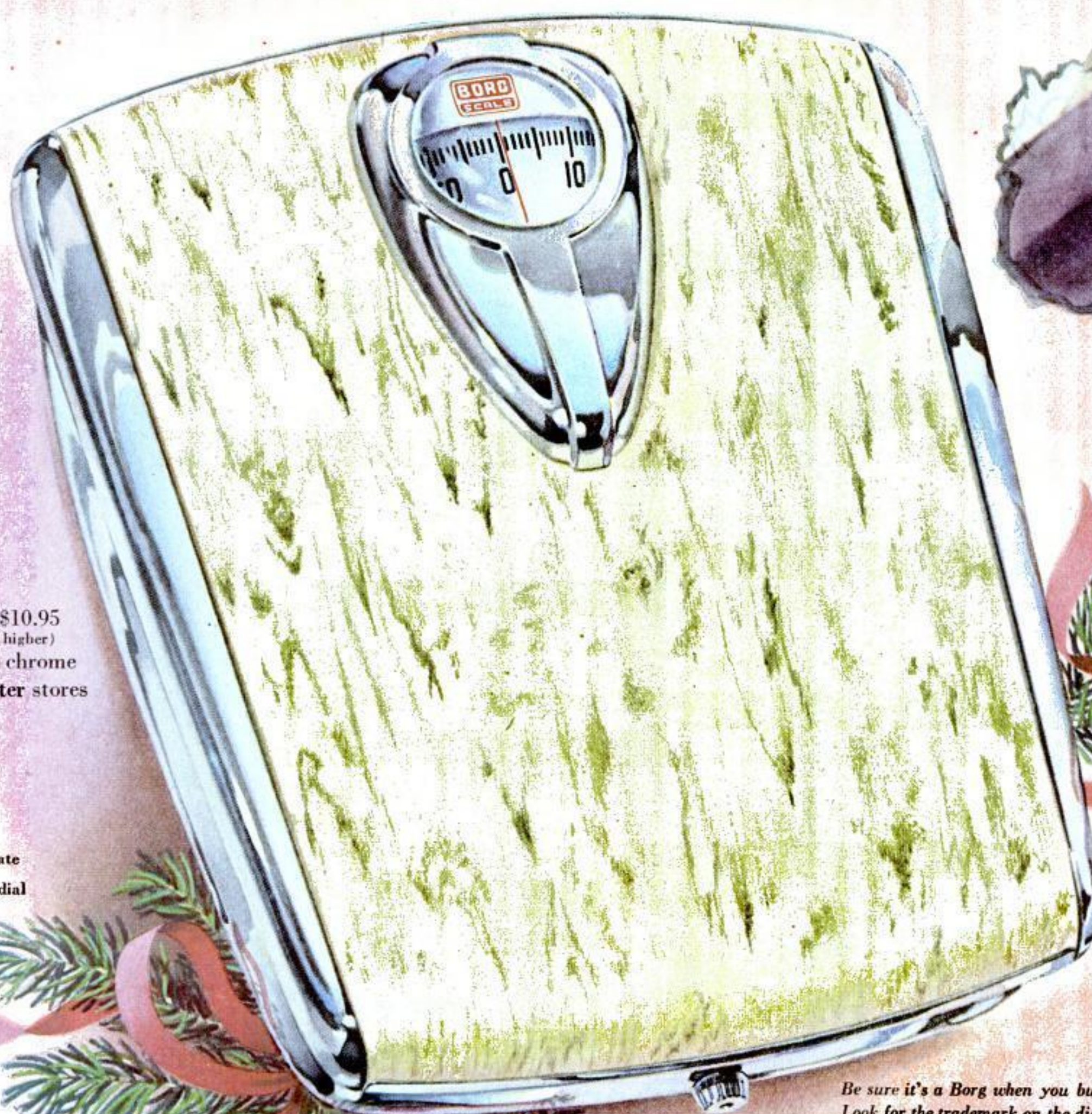


REJECTION of the corpses by the forces of life takes the form of a black cloud eclipsing the sun and an invisible tornado which sweeps them off their feet.



DEFEAT leaves the forlorn dead back on the ground "to take their place once more in the world of eternal sleep."

*Christmas is a Wonderful Time
to Give (or receive) a Beautiful Borg*



Only \$7.95 to \$10.95
(Denver west, 50¢ higher)
enamel or chrome
—at better stores

*Guaranteed accurate
within 1/2 of 1% at
every point on the dial

Be sure it's a Borg when you buy.
Look for the trademark on the dial.

**BORG
SCALE**

So nice to know exactly what you weigh*



With a Borg in your bathroom, you have accurate weight right at home. Gain or lose a pound, you know it instantly. For this scale tells your *exact** weight every time.

Weight-watching becomes simple. Step on, step off—weigh in 5 seconds. Borg's flat platform is safe and convenient. Its big "Binocular Dial" shows your weight clearly, silently returns to zero. Made like a fine watch, for a lifetime of service . . . and *guaranteed for life* under a Service Warranty.

Slim, feather-light, streamlined . . . the Borg made bath scales beautiful.

For family or guests—dieting, figure-watching, or health—every home needs a Borg. And most people know, a Borg is the best that money can buy.

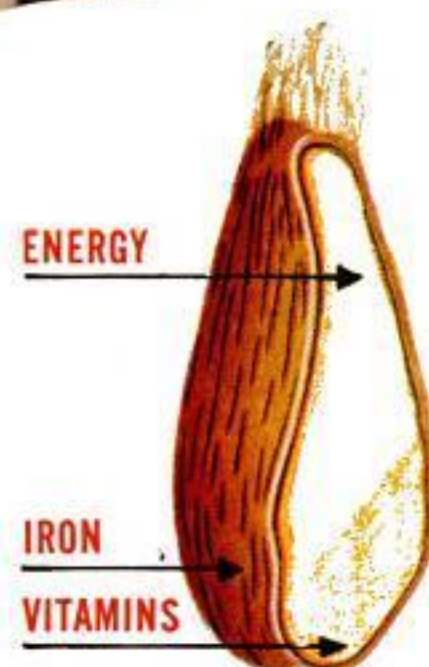
You can believe your BORG

A Borg-Erickson product

Wheaties "Kick-Off Breakfast"...



RED GRANGE, All Time All-American says: "Wheaties topped with milk and canned fruit cocktail is my idea of a perfect breakfast dish!"



CUTAWAY VIEW OF WHEAT KERNEL

WHAT SPARKS A CHAMPION SPARKS YOU!

And champions choose Wheaties! No wonder. *There's a whole kernel of wheat in every Wheaties flake!* Each flake alive with sheer wheat-power—ready to spark you at whatever you do.

Kiss those golden toasted flakes with milk. Heap on your favorite fruits—spoon-ready in canned fruit cocktail. See what a grand breakfast kick-off Wheaties will give you tomorrow morning—*every morning!*

WHEATIES

"Breakfast of Champions"

"Wheaties" and "Breakfast of Champions" are registered trade marks of General Mills.

add Canned Fruit Cocktail from California!



FIVE DELICIOUS FRUITS IN ONE CAN!

Team up two great favorites for the big breakfast thrill of the year! Crisp Wheaties and sparkling, summery fruit cocktail. You can't beat it!

Easy, nutritious, ready in a jiffy!

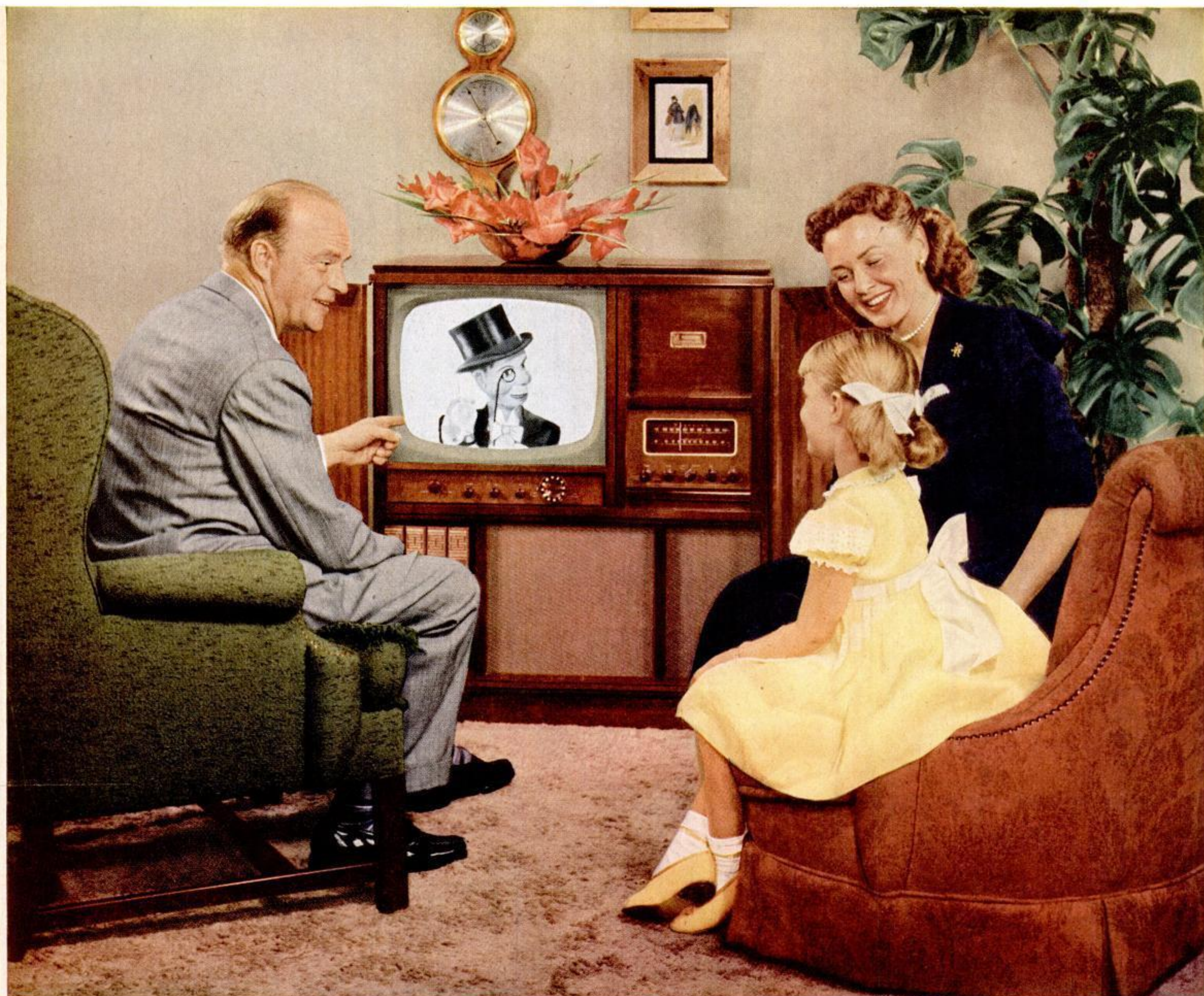
Plump golden-yellow California cling peaches! Tropical pineapple! Dainty pears and grapes! Bright cherries! Five champion fruits...ready fixed, ready mixed, perfectly blended ... and not a minute's work for you.



FRUIT COCKTAIL from California



RIGHT FROM THE CAN fruit cocktail has dozens of quick, thrifty uses. It's a smart, refreshing meal starter or a brilliant, easy dessert. It makes gorgeous salads, gelatins, sundaes. The clever homemaker keeps fruit cocktail handy, the best-liked canned fruit combination her grocery money can buy.



The Edgar Bergens watching the real-as-life performance of Charlie McCarthy on Magnavox Belvedere 20-inch TV.



Magnavox the magnificent gift for all the family

One gift pleases everybody—a magnificent Magnavox! So why not make sure that everyone in your family will be tickled pink with what you give? Why not pool your Christmas spending money and buy one magnificent gift for all—the priceless gift of endless entertainment! Year in, year out your entire family will find your gift a source of daily

pleasure and pride...as long as it's a Magnavox. And you, in turn, will find the right price for your budget—and the right cabinet design for your home—among the many superb models offered by Magnavox. Only America's finest stores are selected to sell Magnavox. See your classified telephone directory. The Magnavox Company, Fort Wayne 4, Indiana.

THE BELVEDERE (also shown above). AM-FM radio-phonograph in rich mahogany or blonde oak finish. Add superb Magnavox 20-inch TV now or later.



BETTER SIGHT...BETTER SOUND...BETTER BUY

the magnificent
Magnavox
television radio-phonograph

Color and Ultra High Frequency Units Readily Attachable



CAMERA ON CHEST, MOTHER PHOTOGRAPHED SON JUST AFTER BIRTH



MOTHER AND SUBJECT

SHE SHOT HER BABY

Although she won no prize, Mrs. Arthur Heu-sinkveld (left), 22, an ex-photographer for the Cedar Rapids (Iowa) *Gazette*, had a unique subject: the birth of her baby. She got her husband to hold lights and change film, took only light anesthetics during delivery, feels concentrating on pictures made her labor easier.



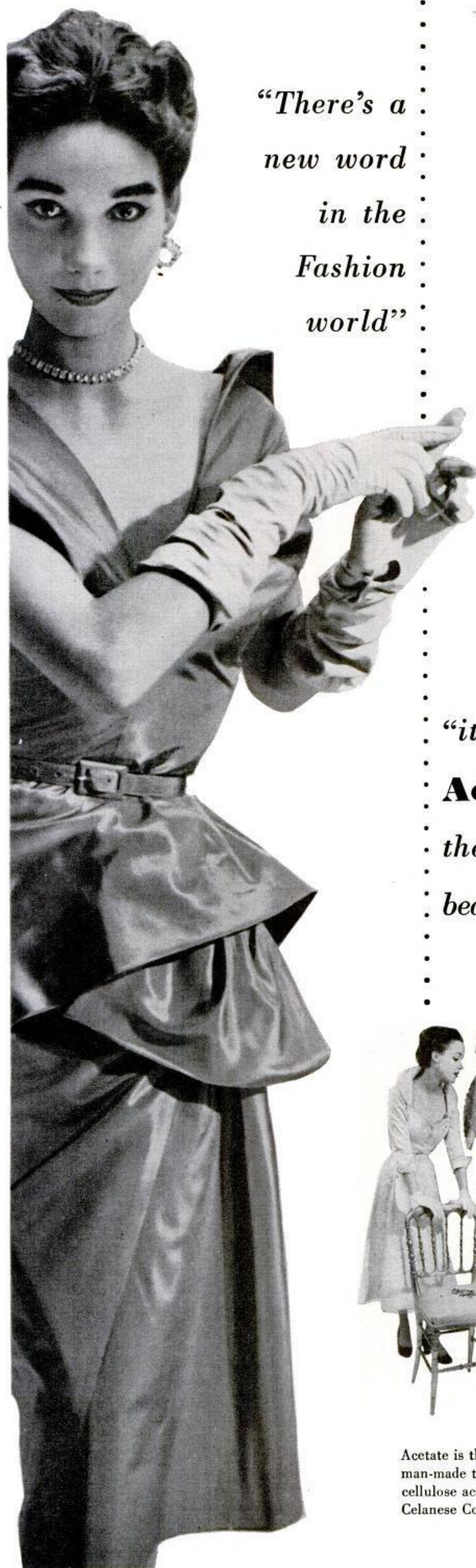
IN HIS DRESSING ROOM BERLE REMOVES BLACKFACE USED IN SHOW



NEPHEW WIGDERSON

HE SHOT HIS UNCLE

The youngest prize winner was Michael Wig-derson, 14, who got a Third Honorable Men-tion. Michael caught his own uncle, Milton Berle, backstage at a New York theater where the comedian was appearing. Says Michael, "I was nervous at the time, but I kept telling my-self that, after all, he's just my Uncle Miltie."



*"There's a
new word
in the
Fashion
world"*

"it's

Acetate

the

beauty fiber"



Acetate is the man-made textile fiber, cellulose acetate, pioneered by Celanese Corporation of America

5th PRIZE

STORY DIVISION



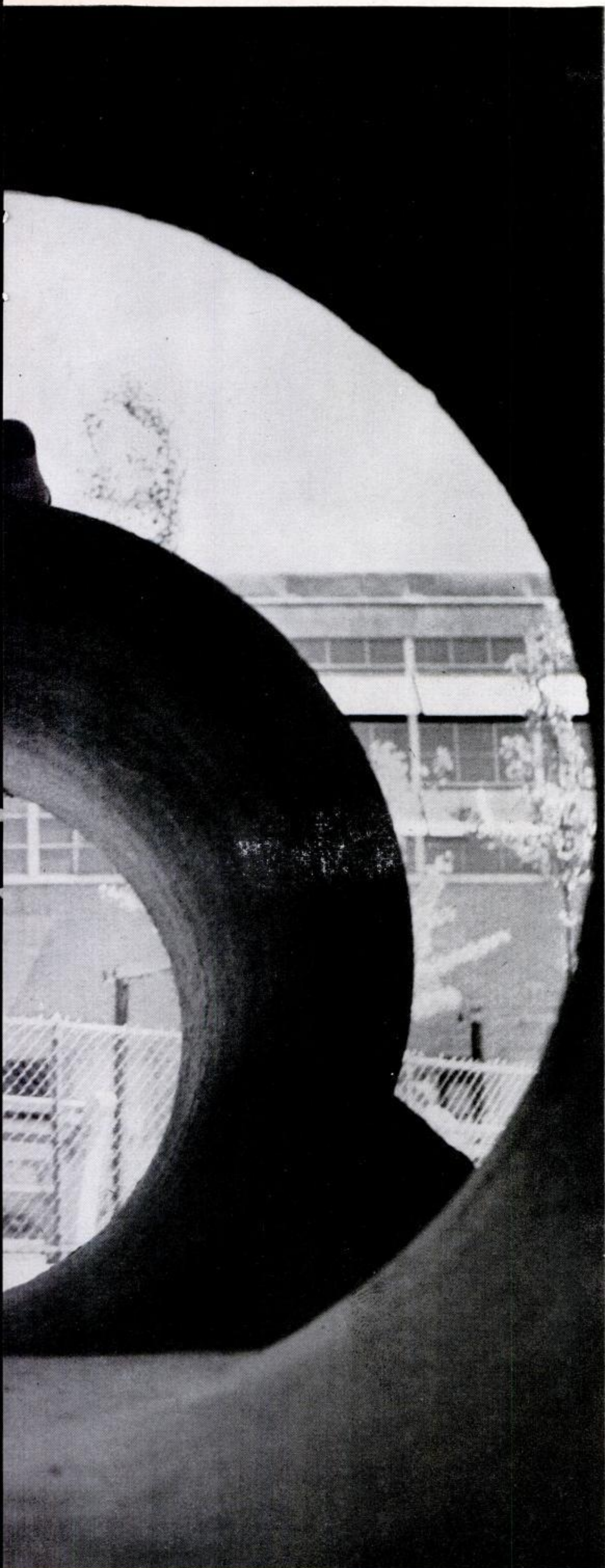
PLAYING HIDE-AND-SEEK, GIRL PEERS CAUTIOUSLY AROUND CULVERT



HANGING ON EDGE OF SEWER THIS YOUNGSTER DOES SOMERSAULT



SHOOTING FROM INSIDE ONE PIPE INTO ANOTHER, PHOTOGRAPHER CATCHES A CULVERT CONVERSATION,



AN AWKWARD TETE-A-TETE WITH THE GIRL HALFWAY UP, THE BOY HEAD DOWN

CONTINUED ON NEXT PAGE



TWO BOYS RELAX ON PIPES WHILE GIRL HANGS FROM ONE AS SHE MIGHT FROM A TREE

PIPES PROVIDE PLACE TO PLAY

Twenty-eight-year-old Regina Fisher, *LIFE*'s cover girl this week, specializes in photographing children. She hates to make static studio portraits, the kind mothers love, but likes to follow youngsters in their movements and meanderings. This set of pictures was done like Clyde Hare's pictures of Pittsburgh (pp. 59-62) as a documentary of city life for the University of Pittsburgh Photographic Library. On these two pages she shows kids at a recreation center in northeast Pittsburgh romping in and out of storm sewers which have been set in concrete as a part of the regular playground equipment. On the following page she follows some older subjects who desert their playground on the city's North Side for more dangerous fun with real barrels in a repair yard.

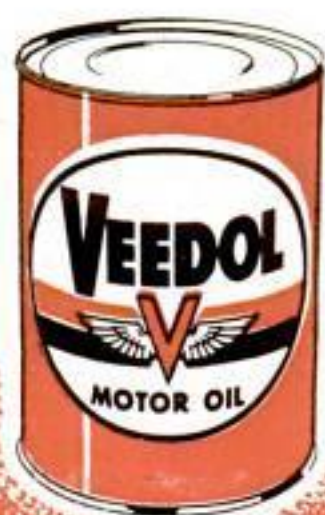
TAKING IT EASY INSIDE CULVERT, BOY WATCHES ANOTHER CLIMBING "MONKEY BARS"



Jet-Flow Sedan designed by Richard Arbib for the VEEDOL "Dream Car" Salon.



**FOUND
WHEREVER FINE CARS
TRAVEL**



NEW
VEEDOL

The World's Most Famous Motor Oil

New VEEDOL is a modern 100% Bradford, Pennsylvania, motor oil that goes far beyond mere "premium-type" motor oil performance. Designed for today's more powerful cars, new VEEDOL's scientific "Film of Protection" keeps modern motors cleaner, safer, smoother-running. Your car deserves this finer motor oil!



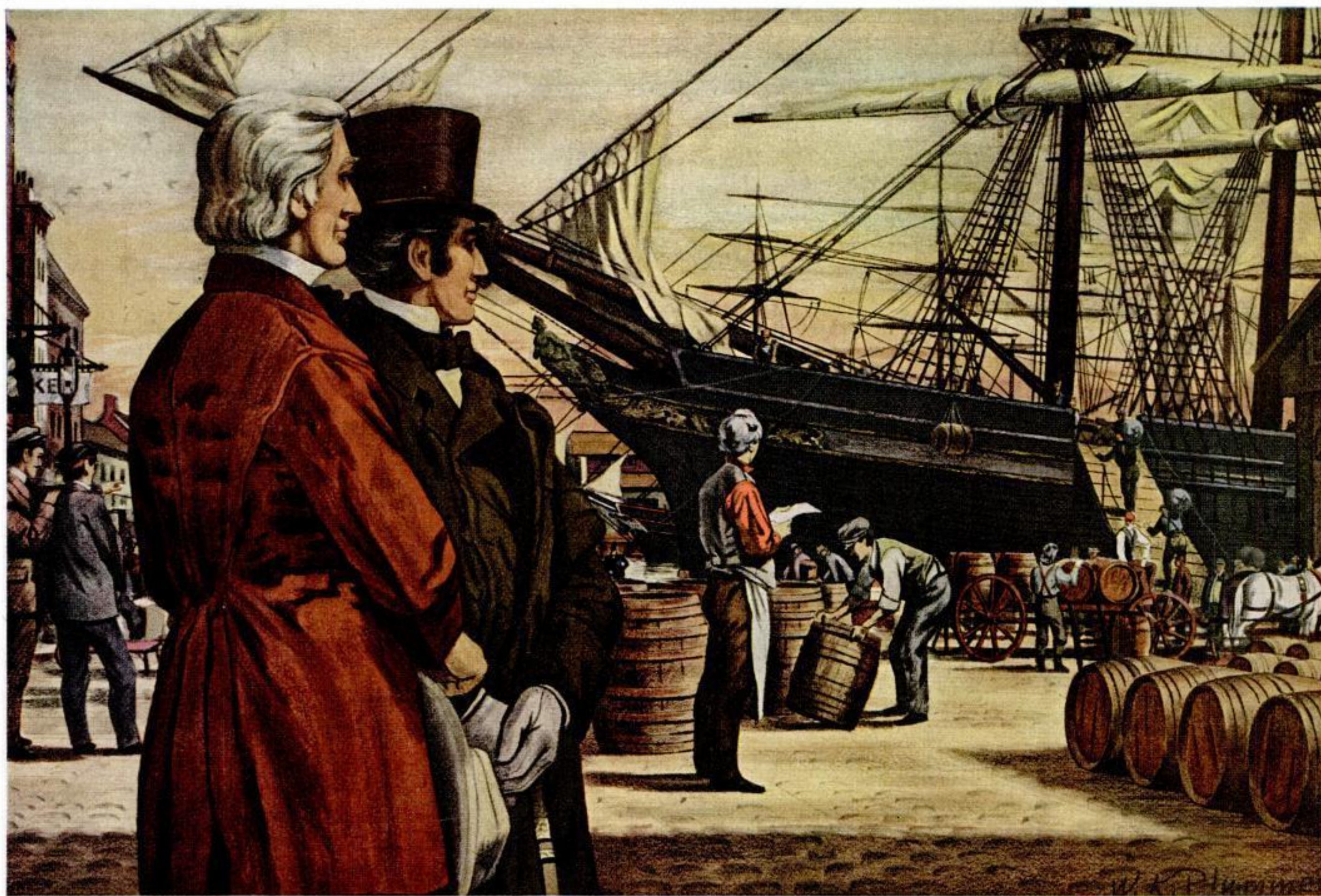
Pipe Playground CONTINUED



BALANCING ON BARRELS LIKE LOG ROLLERS, TWO BOYS START A WRESTLING GAME



ONE WINS AS THE OTHER LOSES HIS BALANCE AND FALLS OFF THE SLIPPERY METAL



A SHIPMENT OF OLD CROW FOR THE "EUROPEAN TRADE"

The past century saw James Crow's whiskey carried by clipper ship to England, Scotland and other countries, where it was hailed as America's finest.

OLD CROW

Kentucky Straight Bourbon Whiskey

It was not the quantity of Old Crow shipped abroad but the quality that built an international reputation and demand for this fine Kentucky whiskey. A century later we find Old Crow's fame world-wide, its rich Kentucky taste more keenly appreciated than ever before. Have you tried it—recently?

A TRULY GREAT NAME

Among America's Great Whiskies



100 PROOF • THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY



10 REASONS WHY YOU'LL BE 10 TIMES HAPPIER WITH THIS SHELVADOR!

1. "Care-Free" Automatic Defrosting! Nothing to turn on or off—nothing to watch—nothing to empty. Defrosts itself in 2 to 10 minutes!

2. Twice as much food where you want it—in front, in sight, in reach. The extra space is in the door, not on the door!

3. Separate full-width freezer—holds up to 77 pounds of frozen foods!

4. Matchless beauty! Custom Models feature "SOFT-GLO" Interior Styling with gold-colored trim—others in white, trimmed with chrome.

5. Marvelous ButterSafe! Keeps butter or margarine at the exact spreading consistency you like best!

6. Moist-cold crispers! Vegetables stay garden-fresh in these big transparent crispers.

7. Removable shelves! Room for a big turkey—even a watermelon.

8. Huge meat holder—keeps meats at just the right "climate" for freshness and flavor.

9. Acid-resistant interior. Your Crosley's beautiful interior is easy to clean and to keep clean!

10. Refrigerating unit with 5-year warranty—dependable, economical, long-life performance.

Specifications subject to change without notice.

Crosley Sets the Pace Again

with great new 1952 Shelvadors![®]

THE EGG AND I *are*

Ten Times Happier with our New 1952

CROSLEY SHELVADOR!

by Betty MacDonald

IF YOU READ "The Egg and I," you'll remember some of the troubles I had in the kitchen. But now things are different—because Egg and I have just treated ourselves to a wonderful new Crosley Shelvador Refrigerator!

According to Egg, Crosley's new "Care-Free" Automatic Defrosting is the cleverest work-saver since women were invented! It does the defrosting job every night—all by itself—so nobody has to lift a finger—not even *I*—to push a button, empty a tray—or anything!

Our Crosley has a number of other charms Egg and I appreciate jointly. Egg likes to be parked right up front in the door. And he's got lots of company, too, because, thank Crosley, there's lots of room in that big deep door for bottles, jars and all sorts of small items that "get lost" in ordinary refrigerators. And the big freezer alone holds up to 77 pounds of frozen foods and ice cubes!



"ANYBODY CAN DO ANYTHING!"—Betty MacDonald's new book—neatly sums up the philosophy of one of the most indefatigable hostesses in the Northwest. Here Betty tells you how her new Crosley Shelvador helps her keep up that round-the-clock pace.

With all this to daze, dazzle, and delight me—would I ask for anything more? I wouldn't—but I get it anyway. Beauty, for instance. The beauty of "SOFT-GLO" Interior Styling. And Shelvador's functional design beats

anything I've seen—except, of course, Nature's own masterpiece—Egg, himself!

> > >

Yes—there are plenty of reasons why Crosley is the world's most *complimented* refrigerator. For imitation is "the sincerest form of flattery"—and almost every other refrigerator you can name pays Crosley the *sincere compliment* of trying to copy it—in one way or another. But we honestly believe that once you've seen and priced the new 1952 Crosley Shelvadors, you'll never be satisfied with any other refrigerator on earth!

The complete line of Crosley Models offers you a wide choice of sizes, features and prices. Whether you choose a Crosley Twin Automatic "12" with two-door luxury (the model illustrated is T-CAD-12)—or one of the beautiful single-door models—you'll get the finest dollar-for-dollar value your money can buy!

Crosley Division of  Cincinnati 25, Ohio

See all these new 1952 products at your local Crosley Dealer's.
Shelvador® Refrigerators... Shelvador® Freezers... Sinks
Food Waste Disposers... Electric Ranges... Electric Water
Heaters... Steel Kitchen Cabinets... Radios... Television

®SHELVADOR is the registered trade-mark that designates products of the Crosley Division of the Avco Manufacturing Corporation.

Be sure to enter the Crosley "American Way" Contest—biggest ever! Over \$2,000,000 in cash and prizes given away—thousands of prizes for you and your church or favorite recognized charity. Get full details from your Crosley Dealer.

YOUR HAT, SIR...

THE LEE EDGELEE... \$12.50

AND NATURALLY A

Lee

Businessman's choice: the Lee pre-shaped Edgelee hat. Has distinctive hand-felted edge...soft, pliant felt. And it's shaped for you...forever.

Truly water repellent, more life-retaining, too. It's treated with DuPont "Aridex."*

Other handsome Lee hats from \$7.50 to \$20.

Fashion Academy Gold Medal Award for 1951

DON'T TAKE LESS THAN THE BEST—DON'T TAKE LESS THAN A LEE!
THE FRANK H. LEE COMPANY, 475 FIFTH AVENUE, NEW YORK 17, N. Y.



PHOTOGRAPHED AT THE FASHION ACADEMY, NEW YORK *REG. U. S. PAT. OFF.



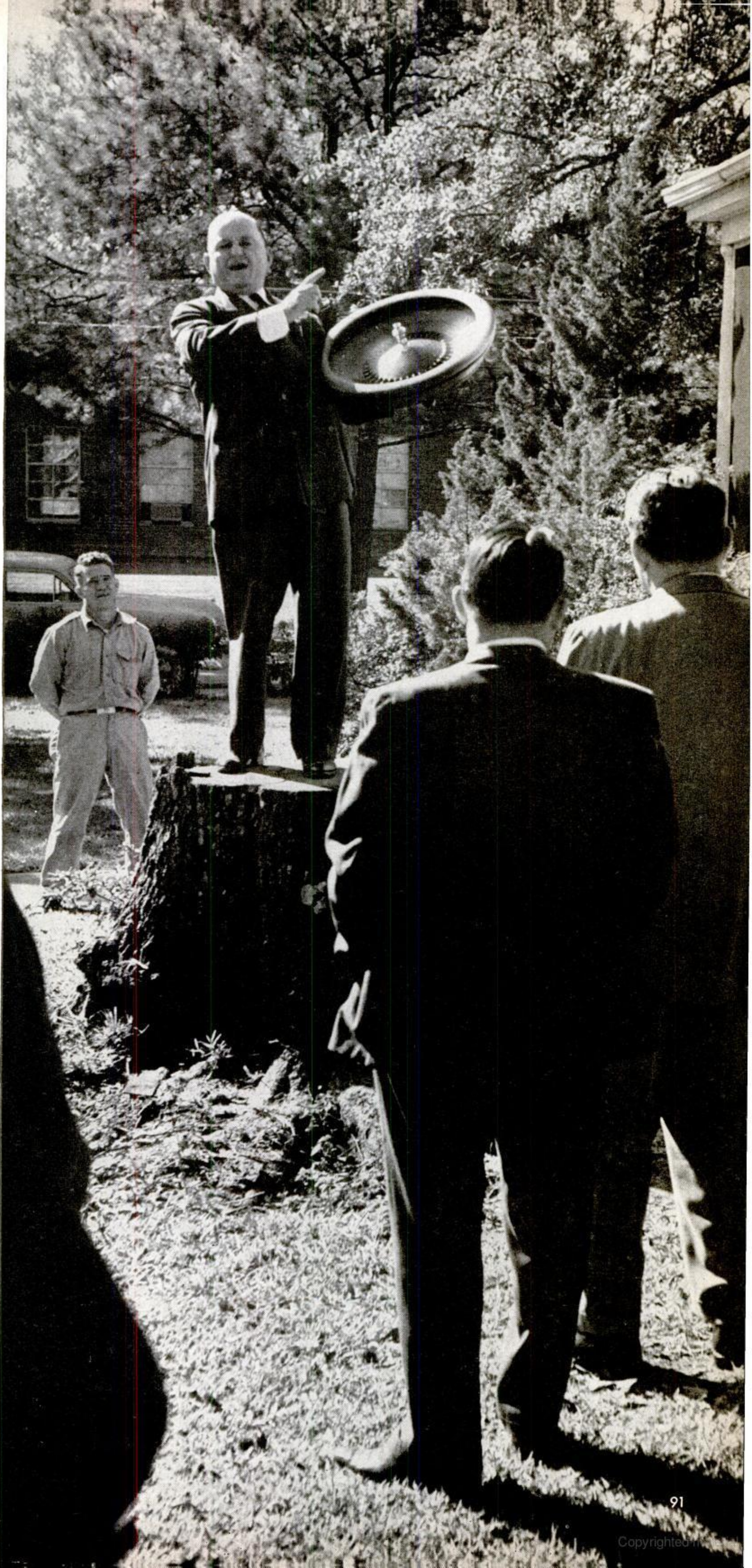
STATE CAPITOL TOWERS OVER STATUE OF HUEY

LOUISIANA ROAD SHOW

Through the length and breadth of Louisiana last week rolled the biggest road show the land of the Kingfish had seen. The high white capitol the late Huey Long had built in the days of his pride would soon have a vacant office—the term of Governor Earl Long, Huey's brother, was due to expire. By law Earl could not succeed himself and there were 11 candidates out after his job. In the back hills and bayous, through the tiniest towns and the cities, their sound trucks leapfrogged ahead of one another to drum up crowds for speakers. And candidates were finding it necessary to bellow promises as often as 15 times a day. Even for Louisiana it was a political madhouse.

For one candidate the issue was simple. He was a Republican and there are only 1,007 registered Republicans in the state. But the rest were all Democrats aiming at the January primary. Their platforms ranged from legal gambling (*right*) to plain good government, but their campaigns were complicated by loyalties and hatreds that traced to the days of the Kingfish himself. Even the latter-day Longs could not agree. One Long, Earl, was out stumping for candidate Spaht (*pp. 94, 95*) while his nephew, Huey's son Russell, a U.S. senator, was rooting for T. Hale Boggs, a U.S. congressman.

ON THE STUMP in his front yard, Candidate Cliff Liles waves roulette wheel as he plumps for legal gambling.





T. HALE BOGGS, 37, IS LAWYER, NAVY VETERAN



CARLOS SPAHT will with Earl's help fight for higher teacher salaries, roads, pensions.



WILLIAM DODD, lieut. governor, says he's doing Earl's job, deserves a promotion.



ROBERT KENNON is for economy in government, nearly beat Russell to Senate in '48.



JAMES McLEMORE is running on "good business government," has not had elective job.

VOTERS ARE COURTED WITH FINE PROMISES AND DIXIELAND BANDS

The gallery of would-be governors facing the bemused Louisiana voters this week has lots of variety—even a former carnival operator (Liles) who, in the present noisy atmosphere, is probably the most at home. But of the group only five are really in the running: Boggs, Spaht, Kennon, McLeMORE and Dodd. Because they are each backed by a Long, Boggs and Spaht are the obvious targets of the rest. "If Boggs





CLIFF LILES says legalized gambling would bring enough to increase pensions to \$100 a month.



DUDLEY LeBLANC wants new industries, bonus for World War I veterans, big pensions.



A. O. RAPPELET is now a state senator, he would provide free college for boys and girls.



LUCILLE GRACE, Register of State Land Office, is against both Longs and Truman too.



KERMIT PARKER admits he'll lose, hopes campaign will get advantages for Negroes.



H. G. BAGWELL, lone Republican, hopes campaign will restore the two-party system.

is doing such a good job in Washington," asks Le Blanc, "why doesn't he stay there?" Then he tells how Spaht once stood in the rain because Earl Long forgot to tell him to come in. Boggs, a New Orleans Catholic now in his third term in Congress, is running on a reform ticket. He is also running against the modern political axiom that no Catholic and no New Orleanian can win the vital vote of the back-country rednecks.



FIRST WOMAN to run for governorship, Lucille May Grace, hands out campaign cards on steps of

capitol. She has attacked Boggs, saying that he has no right to run while still holding congressman's job.



FIRST NEGRO to run for the office since Reconstruction days, Kermit Parker stops to pick up some

votes. This year will bring biggest Negro vote ever; of 850,000 in state, some 100,000 will probably register.

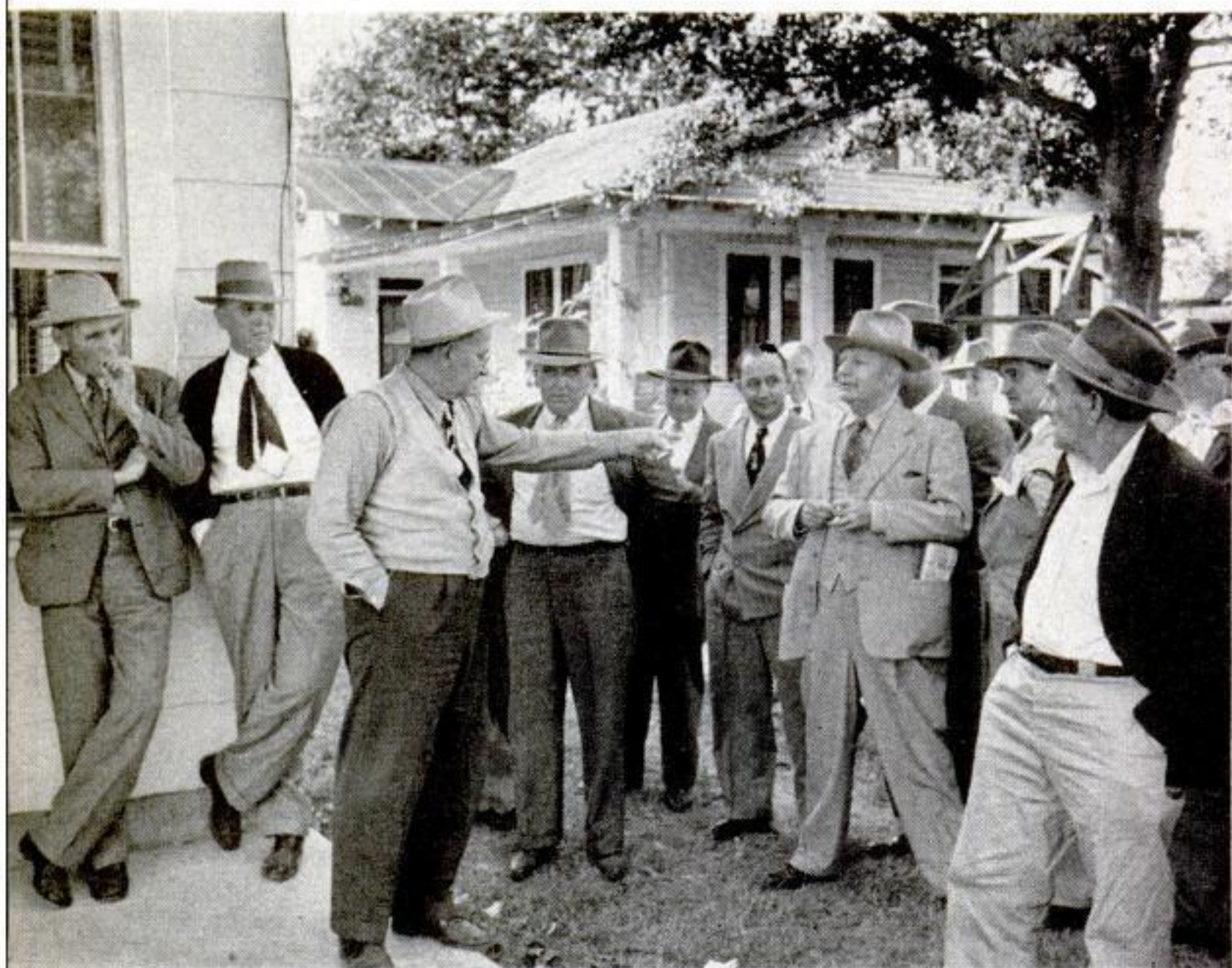
HADACOL MAN, Dudley Le Blanc, who has sold company, promotes self as he promoted medicine.



CANDIDATE SPAHT (RHYMES WITH "STATE") SHAKES THE HAND OF VOTER

ONE LONG BUMPS INTO ANOTHER

Every now and then, in the campaign traffic jam, Long bumped into Long. On Sunday their sound trucks met at a crossroads town called Plaucheville. Boggs and Russell had first crack at the crowd. Mounting the porch of a weathered movie house (*right*), Russell lit into Spaht and said that even "Uncle Earl" himself had secretly allowed that Boggs was the best man in the race. Then Boggs got up and spoke. While this was going on, wily old Earl Long stood around the corner (*opposite page*) commenting on his opponent's technique. "His voice is too harsh," said Earl. "These are gentle people." But as the Longs kept meeting, the politeness began to rub thin and at one town (*below*) the debate almost broke into a fight.



FLARE-UP IN MANSURA occurred when Earl heckled Boggs from crowd and Boggs's supporters, like man pointing at Earl (*above*), threatened to start a fight.



PLUGGING HIS MAN, Russell speaks as Boggs sits where crowd can see him. Russell is 33. Earl calls the pair, "Two young squirts down from Washington."



EARL LONG WAITS HIS TURN AROUND A CORNER
WHILE RUSSELL GETS IN HIS LICKS OUT FRONT

A GENERATION OF ESTHETES?

OUR "WORDLESS" YOUNG PEOPLE DISCLOSE PART OF WHAT'S ON THEIR MIND THROUGH PHOTOGRAPHY

After the judges had finished picking the winners of LIFE's Young Photographers Contest (see pp. 8-86), they held an inquest on it. Said Edward Steichen, "What is exciting to me in this contest is the *youngness of youth* that so many of the photographers got into it, even when they are photographing something grim." And he added, "That is one of the tragic things today, the shortage of the youngness of youth."

There are two propositions in Steichen's remark, both in our opinion true. First, American youth today is short on "youngness." Second, its "youngness" does find an outlet in photography, or did in this contest.

The first proposition relates to all young people. It is presumptuous to characterize a whole generation; yet each generation feels obliged to try it as soon as its successor heaves in sight, and the editors of LIFE are no exception. Our TIME-LIFE correspondents recently made a survey of the mood and opinions of young people (18-28) all over the country. That survey confirmed Steichen's hunch; this is in many respects the *oldest* younger generation in living memory. It is sober-sided, unromantic, "mature." Since it was raised in a depression to fight one war and is now threatened by another, it could hardly be expected to be a carefree generation. But that is not the whole story.

In our survey one Texas college professor described his undergraduates thus: "They are a generation without responses—apathetic, laconic, no great loves, no profound hates and pitifully few enthusiasms. They are wordless generation. If they have ideas they don't seem to like to rub them against other people's ideas."

"Unimaginative, yes," reported another teacher, "but they are very realistic. Security is uppermost in their minds." Millions of them seem to share the modest ambitions of a young Seattle engineer: "I'd just like to net \$600 a month, and then my family would always be okay. You start earning any more than about that, and it's taxed away from you, so what the hell."

Youth's theme song seems to be, "I don't want to set the world on fire." Rather than take chances on their own, most college boys (there are of course exceptions) would rather work for a large corporation, making their way discreetly and securely up a prefabricated ladder. They seem to be most comfortable in groups and even tend to make dates by fours and sixes. They show no strong urge either to glorify or to rebel against their surroundings. They are without public heroes or villains. They are reported to be not so wild as their parents, nor so hard working. They gripe less and hope less. They are willing homemakers and fall quickly into monogamy, more from imitation than from any moral or economic imperative. They are refreshingly free of bigotry or race prejudice; and they believe, if in anything, in democracy and the brotherhood of man. Yet they seem skeptical and incurious about the machinery and safeguards of democracy. Asked one coed

defiantly, "Who knows exactly what politics is anyhow?" Says an Oregon college president, "They live like happy animals. I guess the Great Enlightenment of the last century has finally run its course."

This young generation is the first to have been raised wholly during years when John Dewey's precepts of progressive education were more or less dominant throughout American schools. Under these indulgent precepts it was unrepressed by any dogma save the Great Dogma of "group adaptation." The result is just about what the Deweyites promised: the best "adjusted," least troublesome younger generation yet.

This does not mean it is a well-educated generation. Most college students have been in a draft-driven hurry to complete some highly utilitarian course of studies and get on the job. Of the Yale undergraduate one senior wrote last month, "The resolution of his own destiny (i.e., draft deferment) has naturally brought about an increased and *probably healthy apathy* [our faintly alarmed italics] toward events outside the campus and the realm of sports. As usual, he is a great proponent of the 'What's in it for me?' philosophy. . . ." With exceptions modern youth furrows its brow only to find reasons for its own incuriosity and selfishness. And while its parents—as usual—are vaguely uneasy about this, they have more difficulty than usual in saying just why, or in what respect they wish the kids were different.

A bridge to youth

This age-old problem of communication between generations can perhaps be bridged by studying one youth who is not well adapted. The study has been made by J. D. Salinger in his recent novel *The Catcher in the Rye*, which must be the best portrait of adolescence since Tarkington's *Seventeen*. Salinger's hero, Holden Caulfield, is a misfit (fired from four prep schools) but he is no freak; and his virtues and vices are peculiar to his generation.

Holden for example is no rebel; he willingly accepts the blame for his own failures. But while he does not dispute "the system" (as did youth in the '30s) he mentally punishes the many individuals who elicit his favorite adjective, "phony." His dream is to live alone in a cabin in the West, where "I'd have this rule that nobody could do anything phony when they visited me. If anybody tried to do anything phony, they couldn't stay." Holden's definition of phony is so all-inclusive—even the Lunts do not quite escape it—that he is miserable most of the time. One other thing enrages him: cruelty. And by the same token he has only two discernible virtues. He is passionately kind ("I like Jesus and all") and he has an ideal of absolute honesty in speech and behavior.

These virtues throw some light on his better adapted and slightly older flesh-and-blood fellows. The "wordlessness" of this younger generation may well be a symptom of

honesty, a fear of saying anything "phony." Its coolness to ideas in general may be a fear of hearing the same. According to one recent college graduate, *all* arguing elders, maintaining whatever proposition, "sound a bit like Elmer Gantry or Polonius, or a well-meaning feather merchant." Between a generation that thinks general truths can still be formulated, and one that thinks not, communication is naturally difficult, even with perfect manners and kindness on both sides.

On many campuses this youthful flight from ideas is not only a flight from argument and philosophy but even from literature, from the written word itself. Literature, as Matthew Arnold said, is "a criticism of life"; and to criticize life is just what young Americans do not care to do. They prefer those less meaning-loaded art forms, especially painting (of certain kinds) and music. They respond (if at all) to sounds and images, rather than to principles and ideas.

For such a generation the camera is one very good medium of expression. Many entrants in LIFE's contest believe the documentary picture—the sober, framed, messageless replica of "the undoctored incident that actually occurred"—is already becoming "a new art form." Our contest drew a lot of those, recording life without comment, though with much honesty, kindness and taste. And they were done with as much freshness and buoyancy—as much "youngness," in Steichen's phrase—as any of the more venturesome and original contributions, perhaps more.

Says Regina Fisher, a Pennsylvanian (see cover), who did one of the gayest documentaries, "When I'm shooting I'm in an emotional state. I used to be surprised because the emotions I felt often weren't in my pictures when they were developed. But now I think maybe it's better because the camera isn't all mixed up with the human eye and emotions and so what it sees is accurate and completely realistic and sometimes captures emotions you didn't feel were there."

Miss Fisher, who is also an abstract painter, happens to take the documentary photograph less seriously as an art form than some of her contemporaries. Yet her remark discloses the pitfalls and limitations in the documentary approach which her contemporaries might well heed. A good picture *can* be (though it isn't usually) an unfelt, self-taking, happy accident; can it then be called an art form? Certainly a generation which spends its artistic energies just documenting itself will never create a renaissance. Even Marvin Goldman's untypical *danse macabre* (pp. 75-78) seems to us to have more of a future, for it is an effort to focus on something more than ready-made Nature.

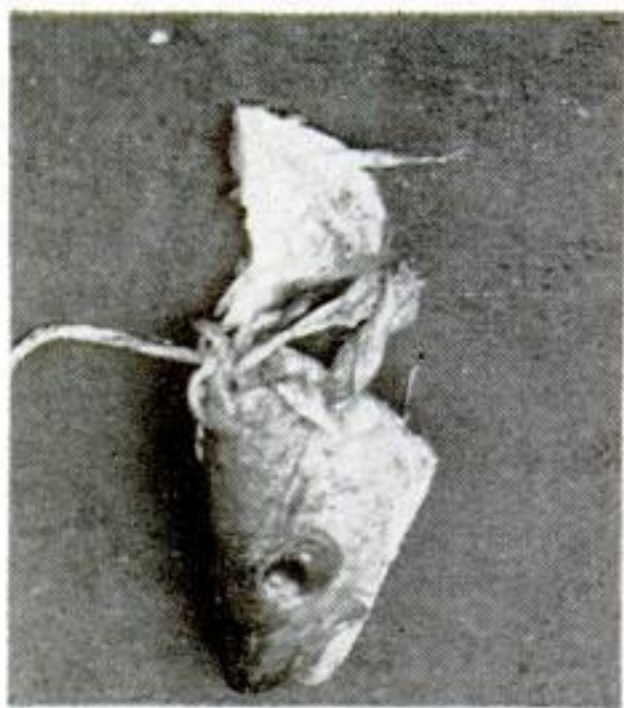
Has life in America really become so pleasant that youth's only role is to accept it, adapt to it and hold a camera to it? Throughout Western history both life and art have had not only an esthetic dimension, but an intellectual and a spiritual as well. A generation that is ignorant of these dimensions has a great deal to learn.



GRANDPA GREETS PRINCE CHARLES ON HIS THIRD BIRTHDAY

Prince Charles's third birthday party was supposed to be held at home in Clarence House in London. But the man he calls Grandpa asked that the party be moved to Buckingham Palace so that he could attend—the prince's parents were not yet back from Canada. For the party Grandpa

George VI got up and dressed. As he sat listening to Prince Charles, who clutched a greeting card between two fingers and twisted one foot over the other in small-boy birthday excitement, a photographer took a picture—the first since the king's critical lung operation last September.



A PRO-FLEMING FISH HEAD

CAMPUS FUN, SCOTCH STYLE

Dead fish help elect a rector

Every three years University of Edinburgh students elect a rector. The office is honorary, and the rector usually does nothing except make one speech in three years of office. But the election is the excuse for a gigantic campus "rag," a brawl in which supporters of various candidates use strong means to keep opposition voters from reaching the polls.

This year the students named eight candidates, ranging from Sir Alexander Fleming, discoverer of penicillin, to the Aga Khan, favored by the women's swimming club (which hoped he might endow a new pool).

"Our fish heads have been rotting quietly," said a Fleming man of the favorite election-day missile. "They should be ripe." When the main voting booth was opened in the university "quad" (right), the Fleming faction stormed in and well-ripened fish heads began to fly. Aga Khan men roared in on a loudspeaker truck, swinging blackjacks made of turnips. Others threw soot and flour. "Thoroughly sick-making," a blonde coed squealed delightedly.

By teatime the voting was over. A supporter telephoned to Fleming in London. "I have the pleasure of informing you . . ." he began. Suspecting enemy tricksters, Fleming refused to believe without the agreed-on code word. "Beg your pardon, sir," said the student. "Sunshine sunshine," and Sir Alexander knew he had won.



WINNER, Sir Alexander Fleming, got 1,066 votes to 660 for Aga Khan.

EMBATTLED QUADRANGLE was strewn with enough debris to keep a bonfire going continually.





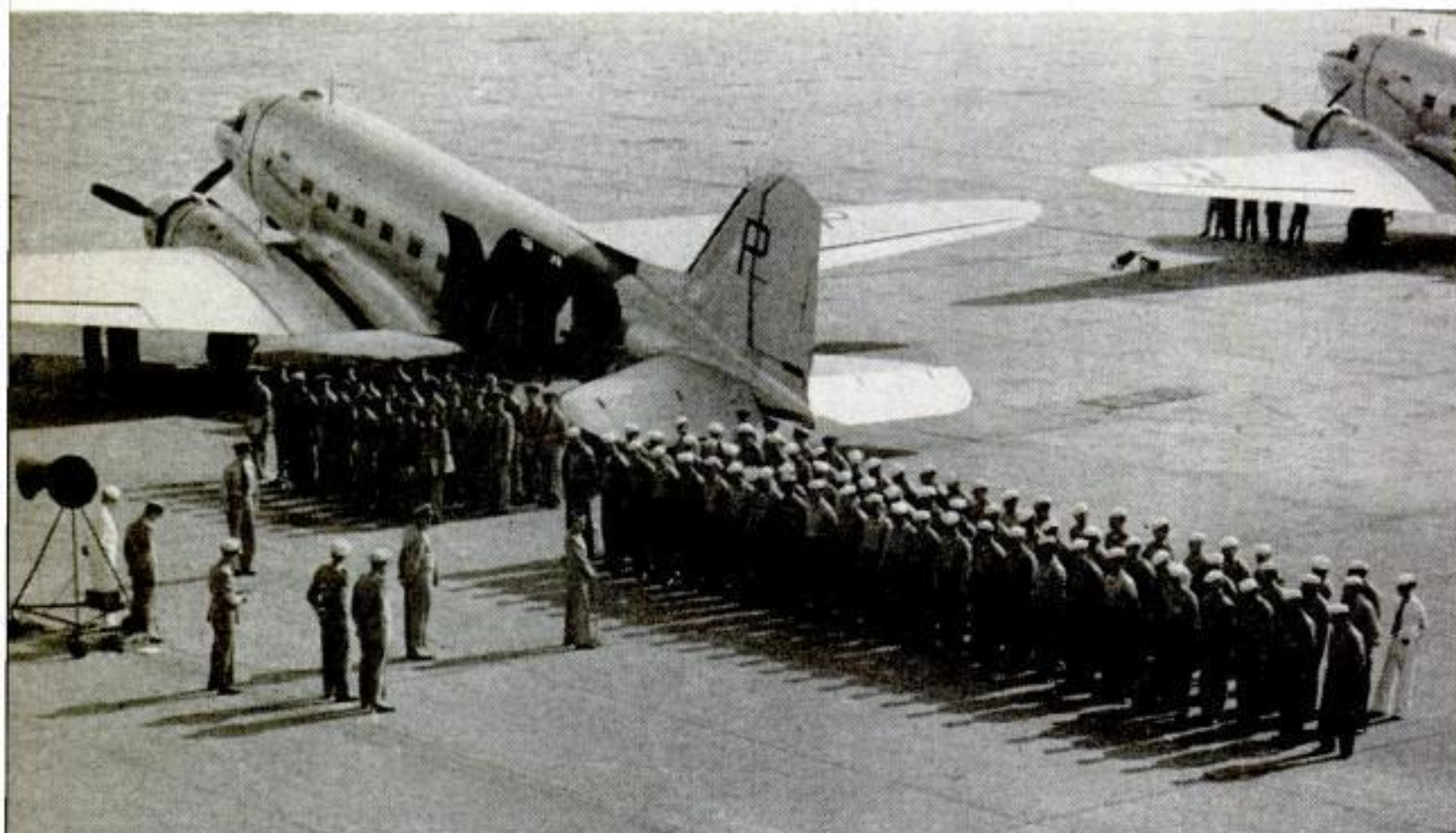
SWAMPING A TRUCK, Fleming men hope to dispose of opposition faction, who rode into arena on a loudspeaker van, boasting of the Aga Khan's virtues.



MOUTHING A FISH, one student enjoys himself with stunt that turned the coeds' stomachs. His candidate, the famed Scottish lawyer John Cameron, lost.



LOSING HIS PANTS, leader of Mohammed Mossadegh faction, tumbles on ground. Iranian premier was not on ballot, but his supporters brawled anyway.



IN JULY 1950 THE SQUADRON TOOK OFF ON FIRST LEG OF OVERSEAS TRIP

'BITTER BIRDS' RETURN

Navy fliers who went to war twice get welcome from Kansas City and several brave, sad wives

The members of Navy fighter squadron VF 884, mostly from around Kansas City, were like any other Sunday fliers. Mustered out after World War II, they did enough weekend flying to keep up their status in the reserve. But they were certain that their real future lay in their civilian jobs, their homes and their fast-growing families. In July 1950, one month after the Korean war broke out, they were suddenly called back into service. As they got together, they gave themselves a new name: the "Bitter Birds." It was their joking way of admitting that they had no idea they would ever be in battle again.

For seven months they flew from the carrier *Boxer* to do battle in Korea. In October they were finally relieved. On the day before Armistice Day, Kansas City gave the Bitter Birds a homecoming celebration. The men, their wives and relatives were feted with a parade, cocktail parties, a testimonial dinner and a roll call ceremony in Kansas City's auditorium.

There were three wives singled out for special attention during the ceremonies. The husbands of Mrs. Charles Garrison and Mrs. Harold Walker were officially listed as missing in action. But the hopes they still kept alive could not be shared by Jean Carmichael, wife of the Bitter Birds' squadron leader. Lieut. Commander Glenn Carmichael died after parachuting from his shot-up plane and would not come back from his second war.



ABOARD CARRIER "BOXER" briefing session is conducted by Squadron Commander Carmichael. Lieut. Garrison, now missing, is in second row (middle).



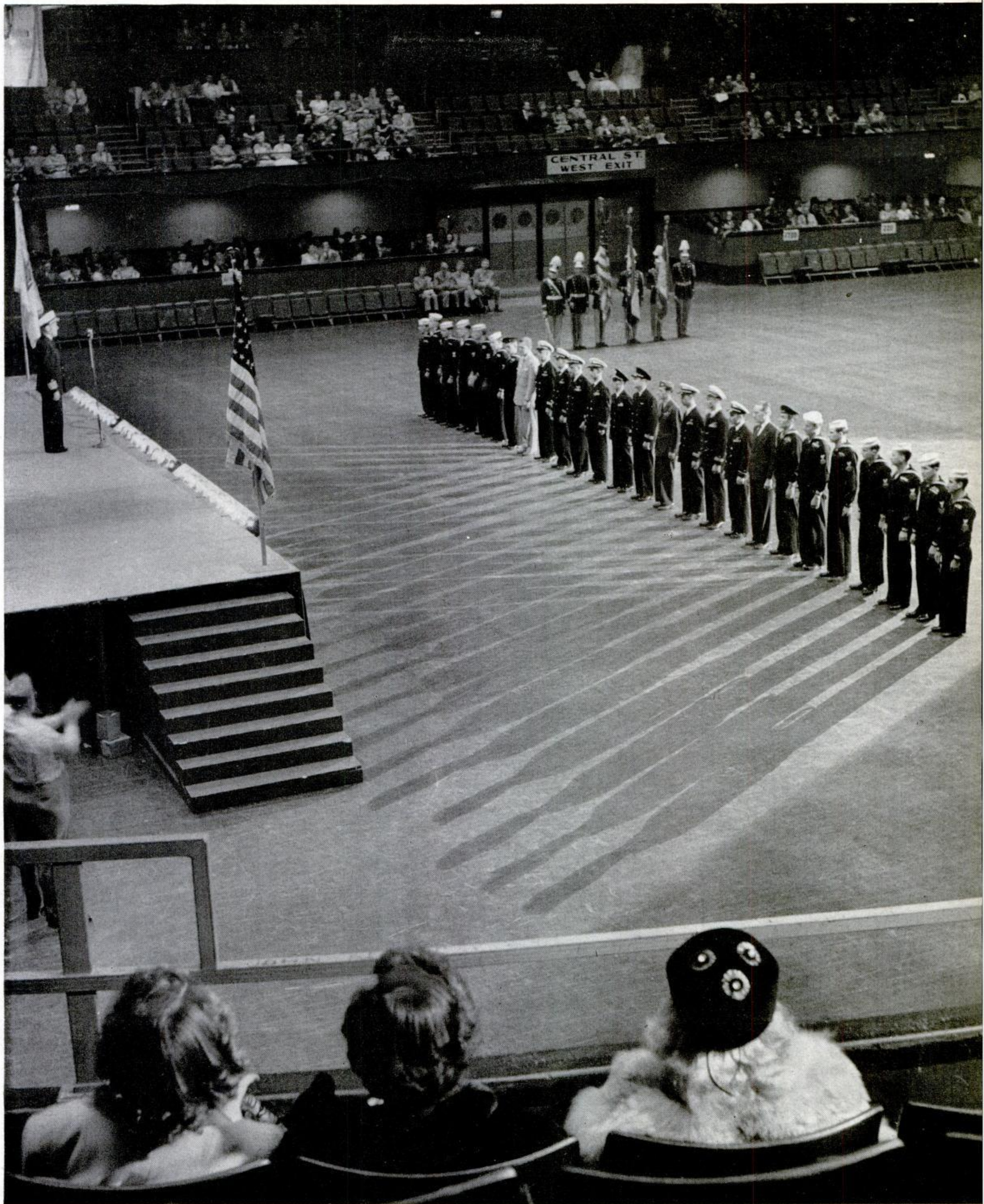
THREE WIVES, Joan Walker, Enid Garrison, and Jean Carmichael walk to Kansas City Club where they were to meet the officials before start of the parade.



AT TESTIMONIAL DINNER, given by the Kansas City, Kansas, Chamber of Commerce, Jean sits on dais second from right. Behind is Bitter Birds' insignia.



IN A TEARFUL MOMENT Jean breaks down after talking to sailor who told her how he wept on learning of her husband's death. In a moment she recovered.



AT ROLL CALL, the closing ceremony held in the Kansas City auditorium, Mrs. Garrison, Mrs. Walker and Jean sit apart from the other wives, watching

26 of the returned Bitter Birds step forward and answer when their names were called. "I hope," said Jean, "I never have to go through anything like that again."

PEOPLE



SIR JOHN COCKCROFT

TWO EUROPEANS WHO SPLIT ATOM IN 1932 NOW SPLIT NOBEL PRIZE

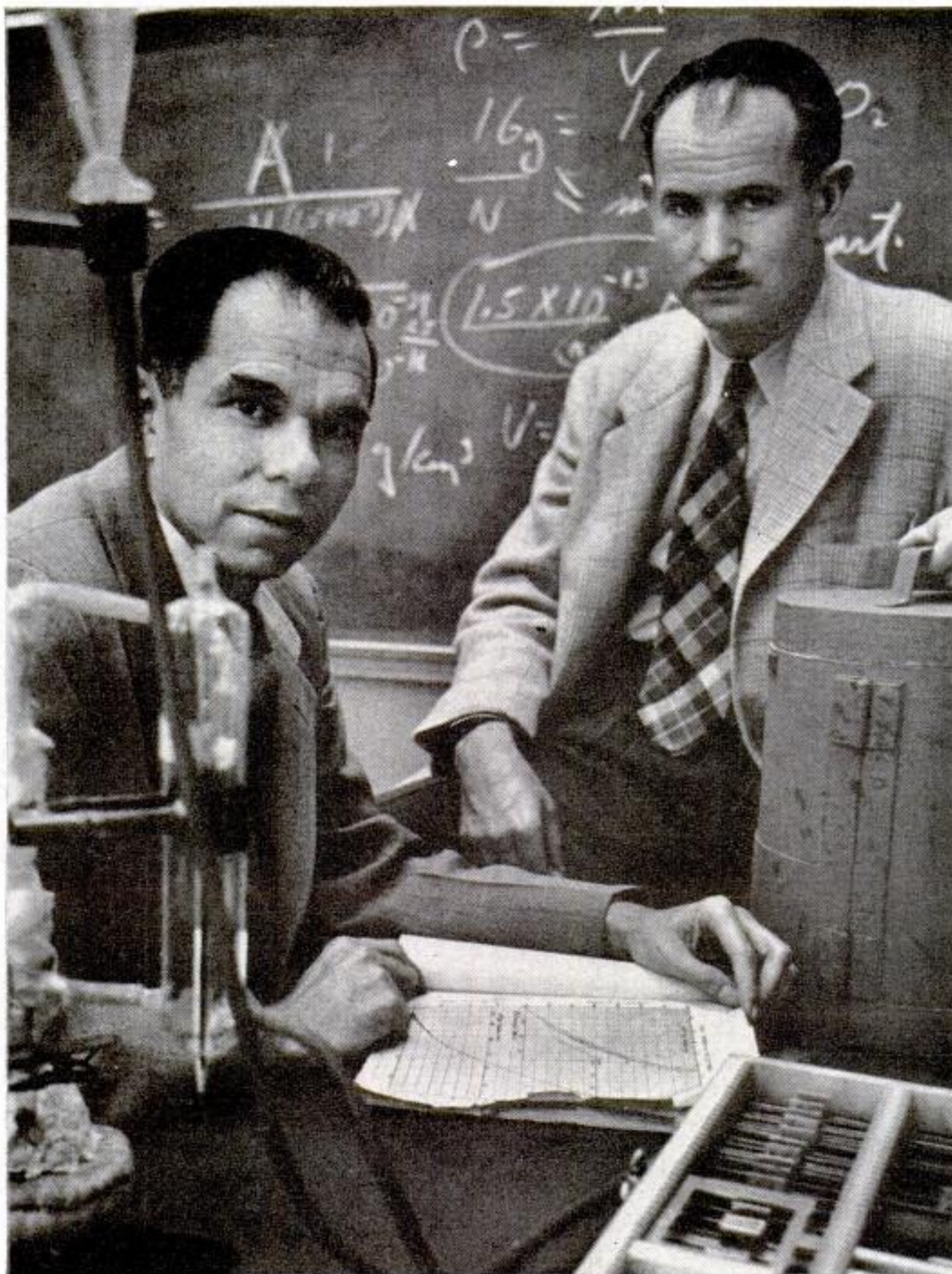
Nineteen years ago, in the historic Cavendish Laboratory at Cambridge, England, two young scientists built one of the world's first atom smashers and promptly split an atom. Last week the same two scientists, Britain's Sir John Cockcroft and Ireland's Dr. E. T. S. Walton, split the Nobel Prize for physics. The prize was given in recognition of their "pioneer work on the transmutation of atomic nuclei by artificially accelerated atomic particles." Even in 1932 the implications of this accomplishment were apparent to many. In the flurry of public excitement which followed the event one London astronomer was moved to remark, "It is easy to imagine all manner of wonderful things that might happen as a result of this."



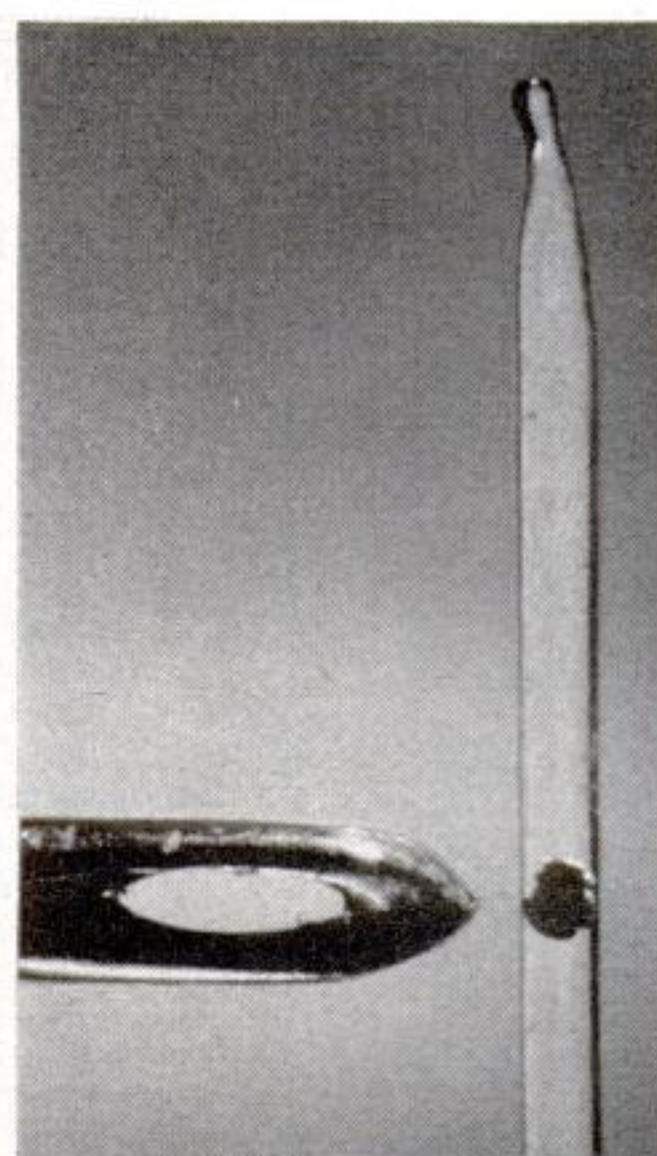
DR. E. T. S. WALTON



PLUTONIUM compound, the first ever produced in a weighable amount, is an invisible speck on tiny platinum weighing boat in center of little dish.



DRS. GLEN T. SEABORG AND EDWIN M. McMILLAN



NEPTUNIUM metal, prepared in wartime when the element was rare, is shown in capillary tube which would fit through the eye of the needle (left).

TWO CALIFORNIANS SHARE ANOTHER NOBEL AWARD

One of the "wonderful things" which followed the atom-splitting of 1932 was a decade of atomic research that led last week to a second split Nobel Prize. The prize was for chemistry and it went to two University of California scientists, Drs. Edwin M. McMillan and Glen T. Seaborg. In 1940 Dr. McMillan irradiated a thin sliver of uranium with one of the Berkeley cyclotrons. A submicroscopic amount of the uranium was transformed

into an element which cannot be found in nature—neptunium (above, right). The following year, using the same cyclotron, Dr. Seaborg isolated another new element—plutonium. Seaborg soon found that two varieties of plutonium could be made, but the progress of his research on one of them he discussed only secretly. For plutonium 239 was fissionable, and within four years enough of it had been manufactured to destroy Nagasaki.

To Peggy

for marrying me in the first place.
 for bringing up our children—while I mostly
 sat back and gave advice.
 for the 2,008 pairs of socks you've darned.
 for finding my umbrella and my rubbers
 Heaven knows how often!
 for tying innumerable dress ties.
 for being the family chauffeur, years on
 end.
 for never getting sore at my always getting
 sore at your bridge playing.
 for planning a thousand meals a year—and
 having them taken for granted.
 for a constant tenderness I rarely notice
 but am sure I couldn't live without.
 for wanting a good watch ever so long . . .
 and letting your slow-moving husband
 think he'd hit on it all by himself.
 for just being you . . . Darling, here's your
 Hamilton with all my love!

Jim



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*Authentic diamond Hamilton watches are identified by the name "Hamilton" on the back—your assurance against re-cased watches.

1. LADY LANCASTER #136*—4 diamonds set in 14k white gold, \$125. 2. FRED A—gold-filled, \$57.75. 3. LAURIE—white-gold-filled case and bracelet, \$71.50. 4. FLEETWOOD—14k gold, \$150. 5. CRAIG—gold-filled case and bracelet, \$69.50. Every Hamilton is adjusted to temperature, isochronism and position.

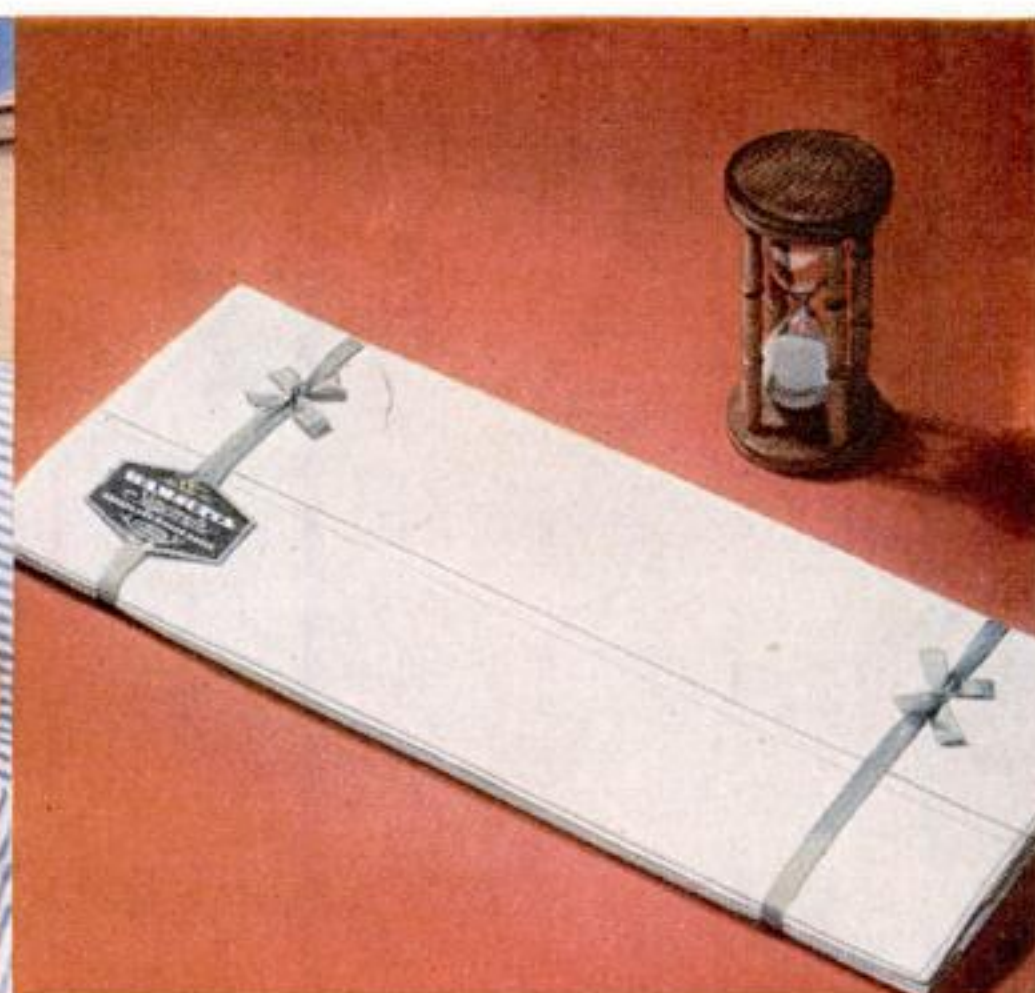
Better jewelers everywhere have a wide selection of Hamiltons from \$49.50 to \$12,000. Prices include Fed. Tax—subject to change without notice. Yours FREE . . . fascinating booklet "What Makes a Fine Watch Fine?" Write Hamilton Watch Co., Dept. B-3, Lancaster, Pa.



Mm-m-m . . . Candy Stripes! Wonderful how just two pillowcases can brighten a bedroom—when they're prized Candy Stripe Supercal*! Pink, blue, yellow, or green on white; all-striped or white with striped borders. Set of two . . . \$4.95



Beautiful handbox look. Get a breathless "thank you" with Candy Stripe Supercal . . . most delightful sheets that ever be-decked a bed! All-striped or white with striped borders. 1 sheet, 1 pillowcase, twin size, \$10.95. Double size, \$14.95



Christmas every month. Send a Wamsutta "Sheet of the Month" gift certificate to your favorite couple. Your store then sends out one or more sheets a month for as long as you like; you are charged each month at the price prevailing.



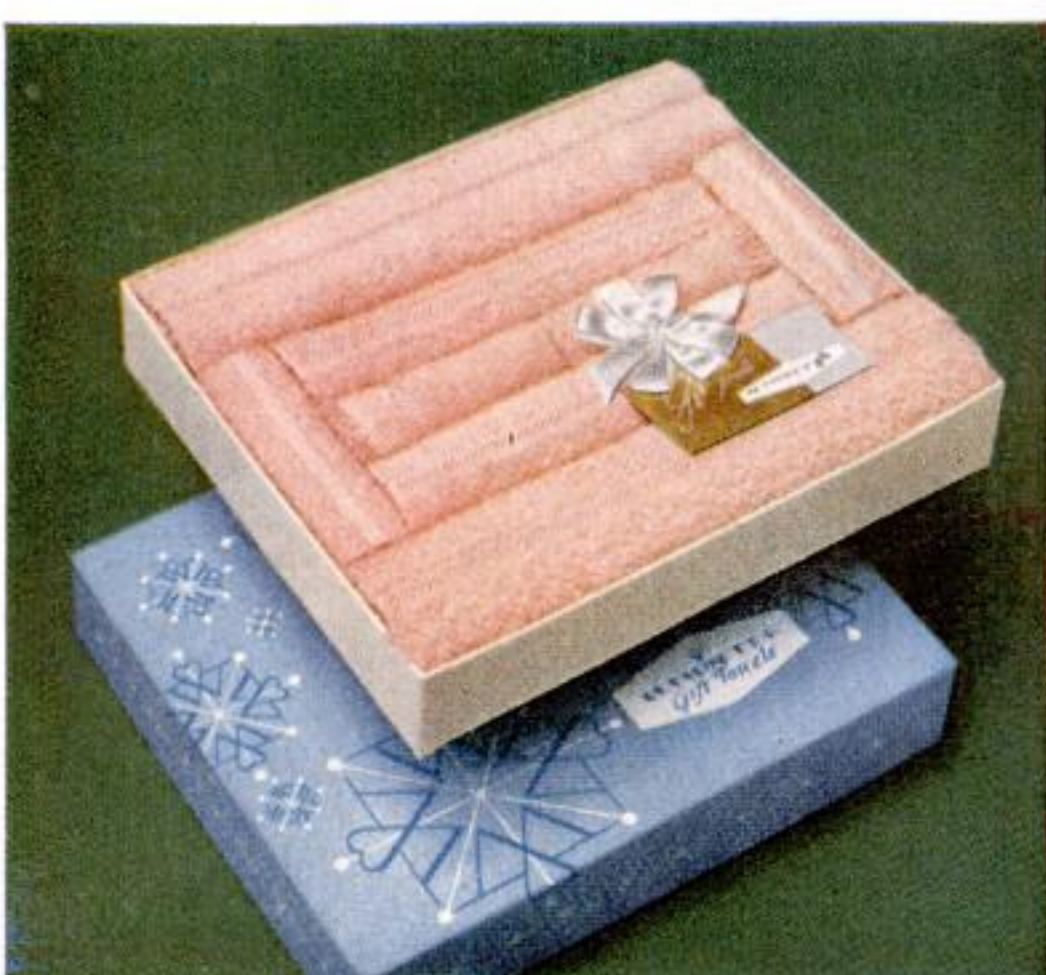
Give a sweet night's sleep. Anyone at *any* age sleeps blissfully on silken-soft Wamsutta Supercals. In baby stripes—or in any other style you choose—you give *quality* so superlative that this Christmas will be remembered for years and years!



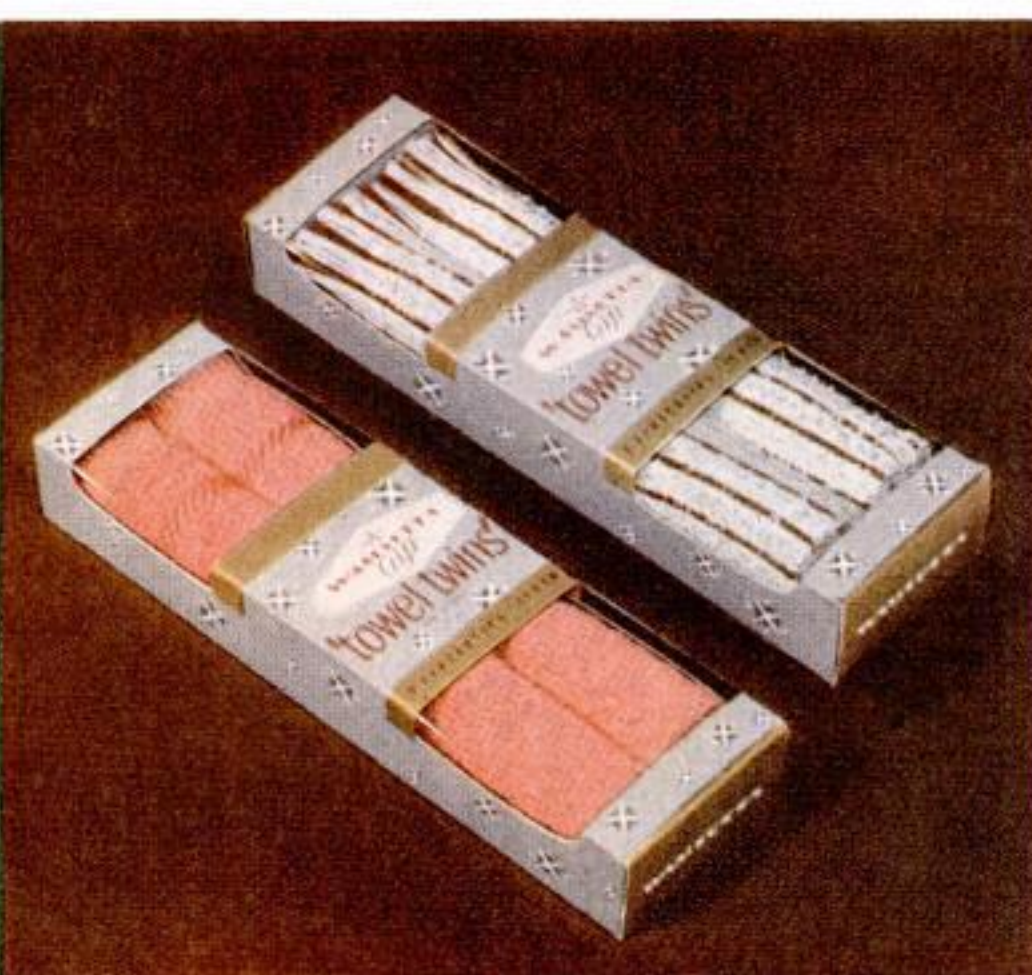
Rainbow over the crib. Gift set of Wamsutta Baby Supercal, soft and sweet as a baby's cheek. New, pencil-fine stripes in multicolors on white. 1 crib sheet, 1 pillowcase, all-striped or white with striped borders. Set . . . \$6.95



Wamsutta towels a la carte. Your pet store will show you a variety of gift sets, little and large, mixing and matching those heavenly Keynote colors. In any set, any size, Christmas time and always, Wamsutta towels are pure luxury!



Big splash for the bath. Lavish 8-piece set of Wamsutta towels: 2 bath towels, 2 face towels, 2 fingertip towels, 2 wash cloths, in distinguished Wamsutta gift box. Choice of eight beautiful Keynote colors. Each matching set . . . \$10.95



Stocking stuffers de luxe. Wamsutta Towel Twins*, ideal for those dozens of big-little gifts you need. Solid color or Candy Stripe fingertip towels in a wonderful color range. Pair, approx. \$1.00. Also in boxes of 6, approx. \$2.75.



Bath be-dazzlers. Deep, thick, luxurious new Wamsutta towels in a 4-piece set, beautifully gift-boxed. Set includes 1 bath towel, 1 face towel, 2 wash cloths. In 8 smart Keynote colors, dyed-in-the-yarn for lasting brilliance. Set . . . \$5.95

Dreamy answers to Christmas wishes

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WAVING UNEXPECTED PAY CHECKS, THESE HAPPY PACKING-HOUSE WORKERS CELEBRATE A GAMBLE THAT PAID OFF

LABOR HELPS OUT THE BOSS

Packing workers offer to give up nine weeks' pay to help company get on feet

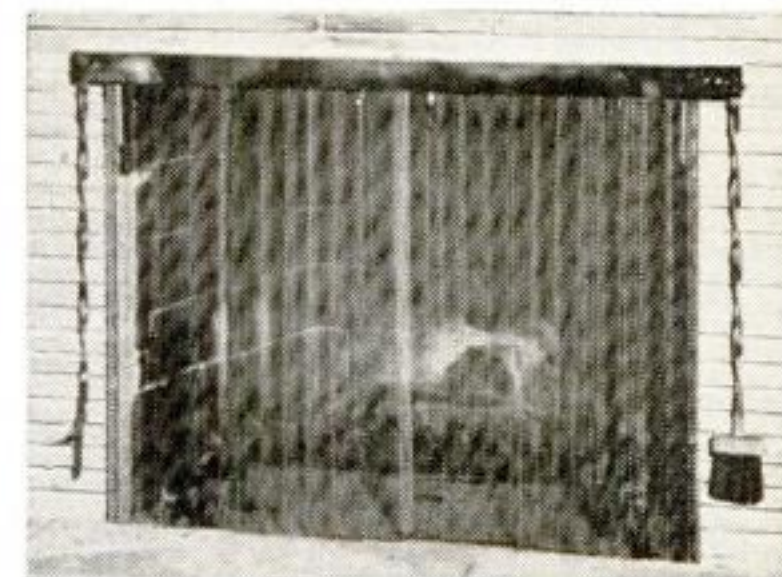
Last summer, when the 92-year-old Detroit meat-packing firm of Hammond Standish was at the height of a costly modernization program, it was caught, like many other packers, in the squeeze between the low OPS ceiling price on pork products and the high non-ceilinged price of live hogs. For eight weeks it shouldered increasingly heavy losses and then was forced into receivership. But the workers, whose pay checks bounced that last week, wanted to keep the firm going. There was little demand in Detroit for their specialized skills. They liked Hammond Standish and many had worked there years, accumulating high seniority

ratings they would lose if they went elsewhere. The union held a meeting with management and devised a plan whereby the workers would donate up to nine weeks' labor free, and management members would give up their salaries. If, after nine weeks, the company was still in the red, at least everybody would have given it a try. The international union thought it foolish for the employees to work for nothing, but despite this disapproval the local voted 235-0 to go ahead. After only three weeks the company was doing well enough to pay its workers their first week's wages, and the hog butchers were hopeful about the future.

CONTINUED ON NEXT PAGE

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Can be installed in 3 minutes!



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Then get Flexible Flyer on wheels—The Flexy Racer! Real sledding thrills all year round! Easy control with balanced spring steering and safe two-wheel brakes.

*T.M. Reg. U.S. Pat. Office

- ★ Patented Super-Steering for sharper, safer turns
- ★ Raised side rails help prevent slipping off
- ★ Spring steel runners are grooved for smooth tracking
- ★ Airline* Safety Runners—streamlined and safe
- ★ Heavy steel bumper gives strength and protection
- ★ Strong! Even smallest size can support two tons!

Write for free Flexible Flyer puzzle for fun

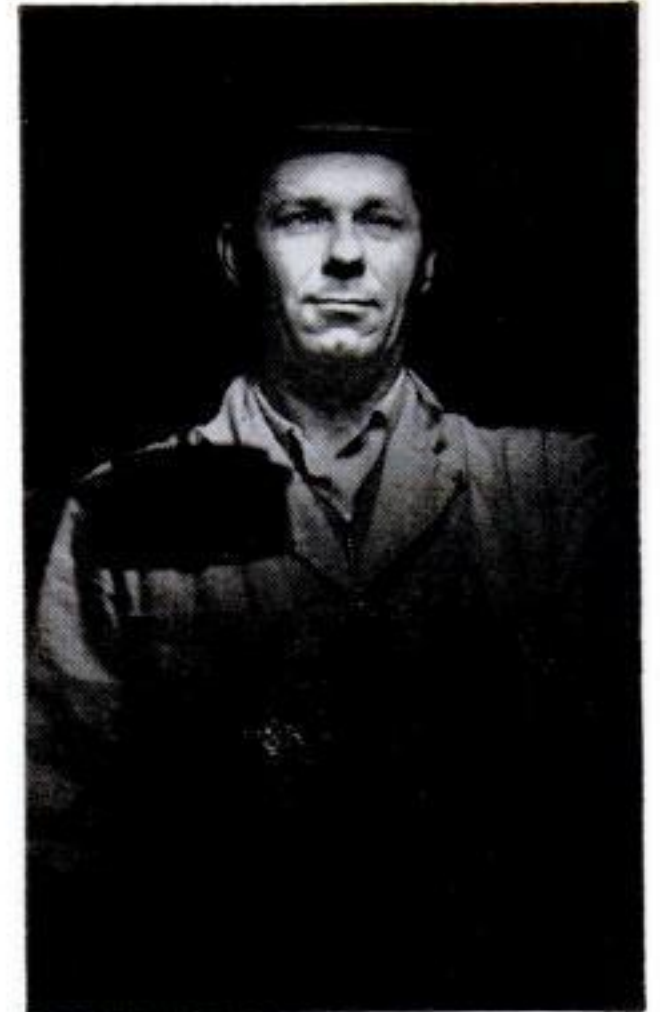
LOOK FOR THE FAMOUS FLYING EAGLE



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489 Glenwood Ave., Phila. 40, Pa.



TRUCK DRIVER, Harold Brock, worked for Hammond Standish 28 years. "I like it," he says, "because it's like home." Before company reopened, 35 workers gave three days of their time to clean up the plant.



MEAT SCALER, Walter Zawada, started work for the company when he was 16, has been with it for 20 years. As president of the local union he fought for the nine weeks' plan. "We felt it was a sure thing," he said.



BUTCHER, Allen Ivory, had accumulated so much seniority in his 25 years with the company that he did not want to move to another plant. "We didn't mind helping," he says. "We'd do it over again if we had to."



"SNOOT" CLEANER, Helen Luppi, gets \$1.44 an hour for removing hair and bones from hogs' snouts. She has been with firm 24 years. It is only job she has held since she arrived in this country from Romania.



STICKER, Martin Shupinski, is covered all over with the blood of hogs he knifes in the jugular vein. "This is the only job I like," says Shupinski, who has spent 16 of his 60 years with Hammond Standish.

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SMALL, AVERAGE AND LARGE SIZE MAN

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*Best wishes
to the
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*To a Real
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*Hope you enjoy this
really light blend as
much as I did—Jane*



If you're dreaming of a *right* Christmas—
make it a really *light* King Christmas
for everyone on your list! Today's King
looks lighter, tastes lighter because
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KING *It's
Really
Light!*



Henri-Matisse

A small chapel in France and a monumental art exhibit in the U.S. crown a lifetime of creativity by the 81-year-old modern master

In the town of Vence in southern France one day last summer, a crowd gathered to witness the dedication of a glistening, new, white-tiled chapel, built for a group of Dominican nuns. A few miles away, in the bedroom of his apartment in Nice, the artist who created the chapel was enjoying a moment of quiet satisfaction. He was 81-year-old Henri Matisse, who for four years had devoted himself almost entirely to the chapel, designing everything from the building itself, with its stained-glass windows, to the candelabra and vestments. Now that it was finished, Matisse, who is himself not a churchgoer, felt he had accomplished his masterpiece. But to critics and art lovers, the chapel was more truly the culmination of a lifetime of masterpieces. For, over the past 50 years, Matisse had poured forth a profusion of joyous paintings which have given a startling new shape and brilliance to the face of art and which have won him a top rank among the great modern masters, Picasso, Braque and Rouault.

Such a pioneering role seemed oddly out of keeping with the fastidious, bespectacled man whom friends used to call "the doctor." The son of a grain merchant, Matisse went to work as a law clerk but, during an illness at the age of 21, began to dabble with paints. Before long he had switched permanently to art. In the Louvre he spent hours copying old masters, soon became so expert with oils that he was elected to the official academy. But Matisse, at 26, was uneasy. He felt his paintings lacked "the sensation of life" and he began to turn toward the impressionists who painted with bright sunlit hues. Before long he outdistanced them in blazing colors and dancing forms until, by 1905, he had become the leader of a bold, inventive group labeled, by a shocked critic, *les fauves*—the wild beasts. The notoriety which accompanied his work brought him to the attention of wealthy collectors who began to seek out his vibrant still lifes, his landscapes and sumptuous nudes basking in the ornamental splendor of the East. By 1918 the artist who once had been denounced as "more dangerous than absinthe" was internationally famous, and his work, which today brings around \$20,000 a canvas, was selling fast. But for Matisse there was no time to relax, to savor his success. In his studio on the Riviera he continued to work diligently, absorbed in his quest of an art that is "pure and calm, free of disturbing subject matter . . . a means of soothing the soul. . . ." Last week the results of his lifelong quest went on exhibit in New York's Museum of Modern Art, the first stop of a monumental Matisse show which will tour the country.

IN THE CHAPEL just before it was done, Matisse sits beside windows patterned with leaves. Tiles on wall show Stations of the Cross.

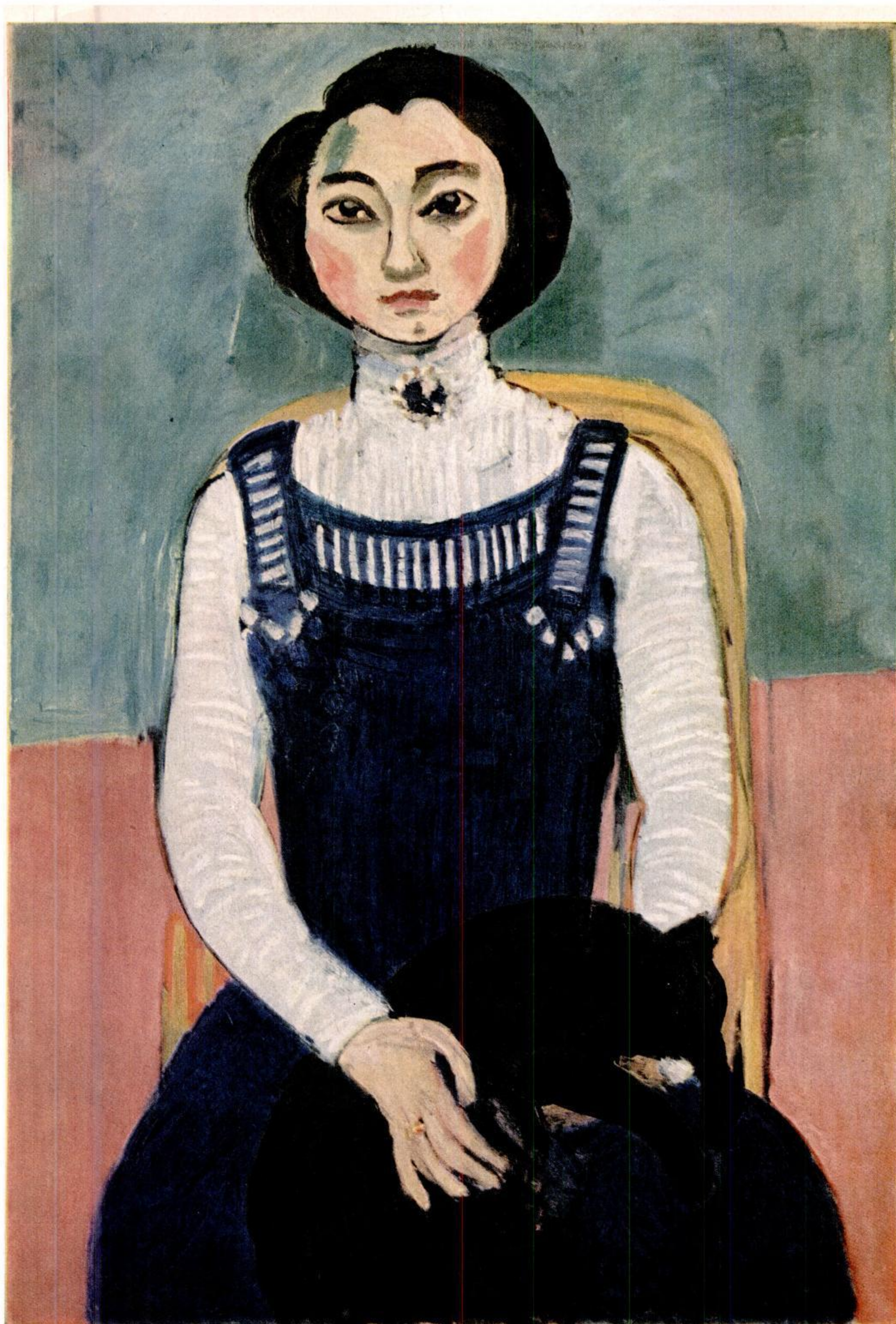
IN HIS BEDROOM Matisse models a nude. On wall at right is drawing of St. Dominic which was transferred to tiles in the chapel (opposite page).





PERSIAN GIRL, a lithograph done in 1929, is a variation on a favorite Matisse theme. Although he is most famous as a colorist, Matisse is also

a master of black-and-white drawings, whose graceful lines and velvety shadows convey the same vitality and warmth as the colors of his paintings.



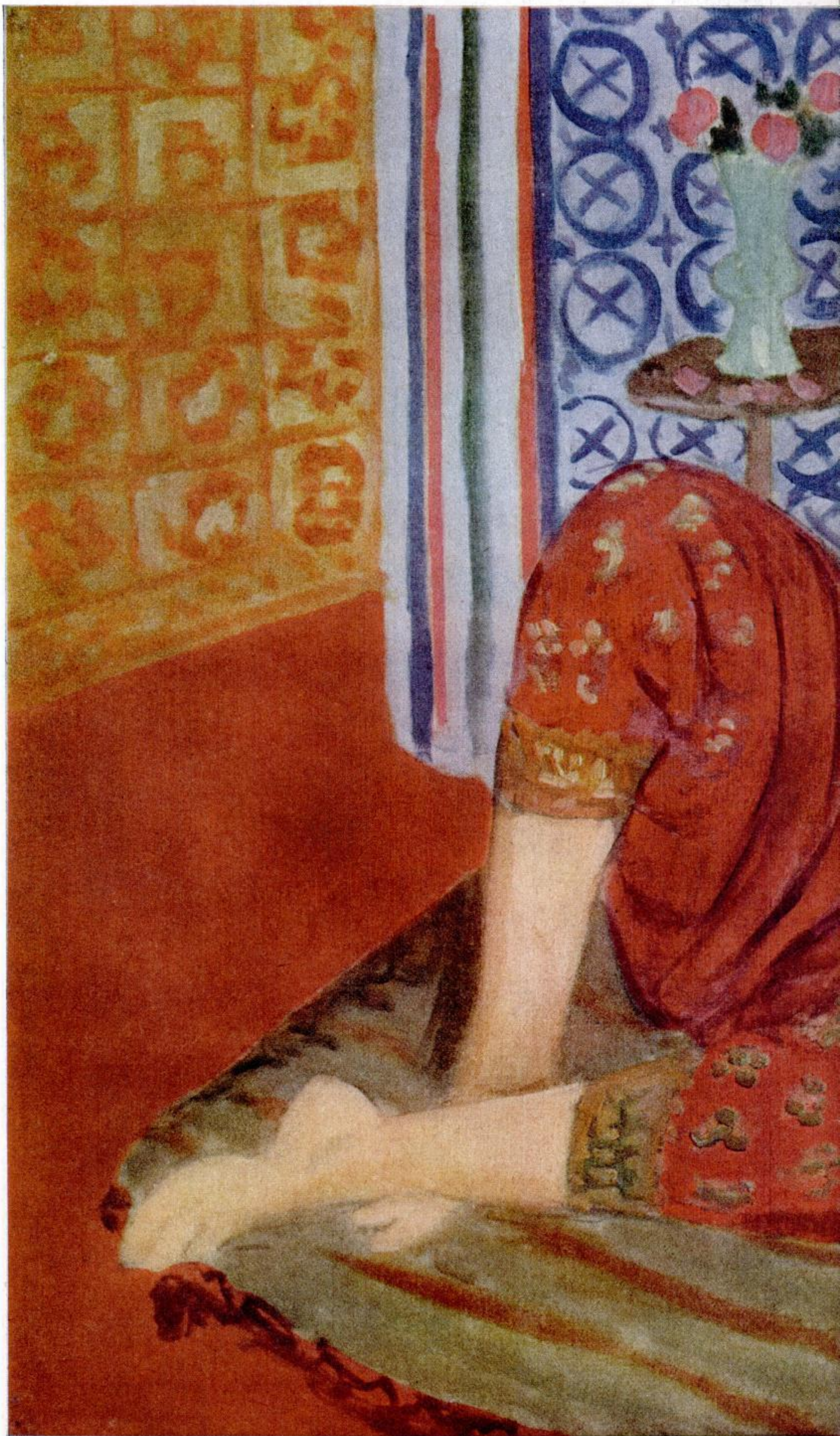
MARGUERITE, the eldest of the three Matisse children, sat for her father in 1910, at the age of 15, holding a black cat in her lap. Under the spell of Near

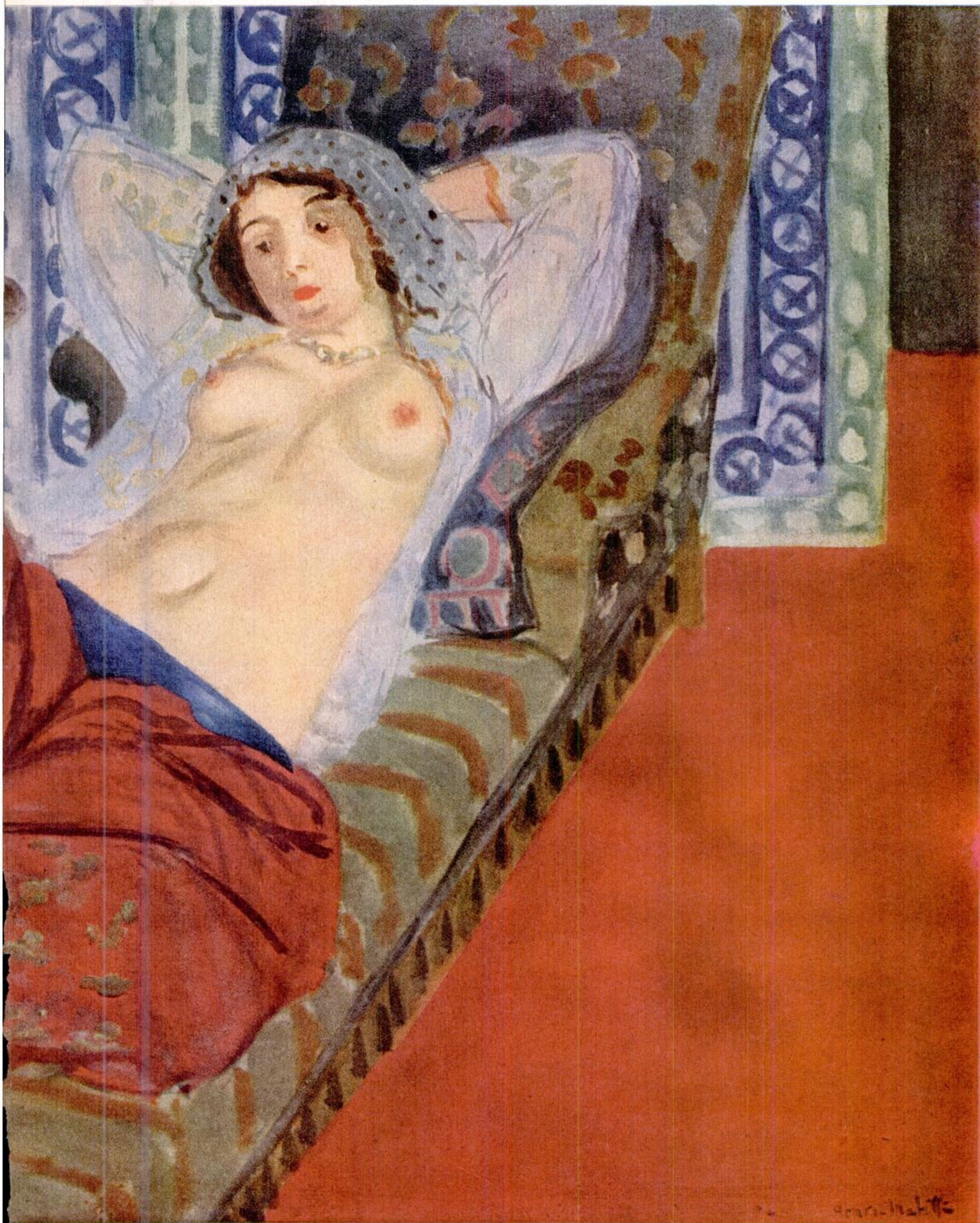
Eastern art, Matisse painted her in the stiff frontal pose and the flat, simplified forms and colors which characterize the ancient portraits of Byzantine saints.

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ODALISQUE, a woman of the harem, taking her ease on a Moorish lounge, was painted in 1921 and was the first of the artist's works to be bought by a French museum. Matisse was already in his 50s but had only just begun the opulent series of languorous seminudes, reclining in ornate Eastern splendor, which were to become his most celebrated subjects. For them he made countless agile drawings which caught in a few deft strokes the grace and movement of his models.





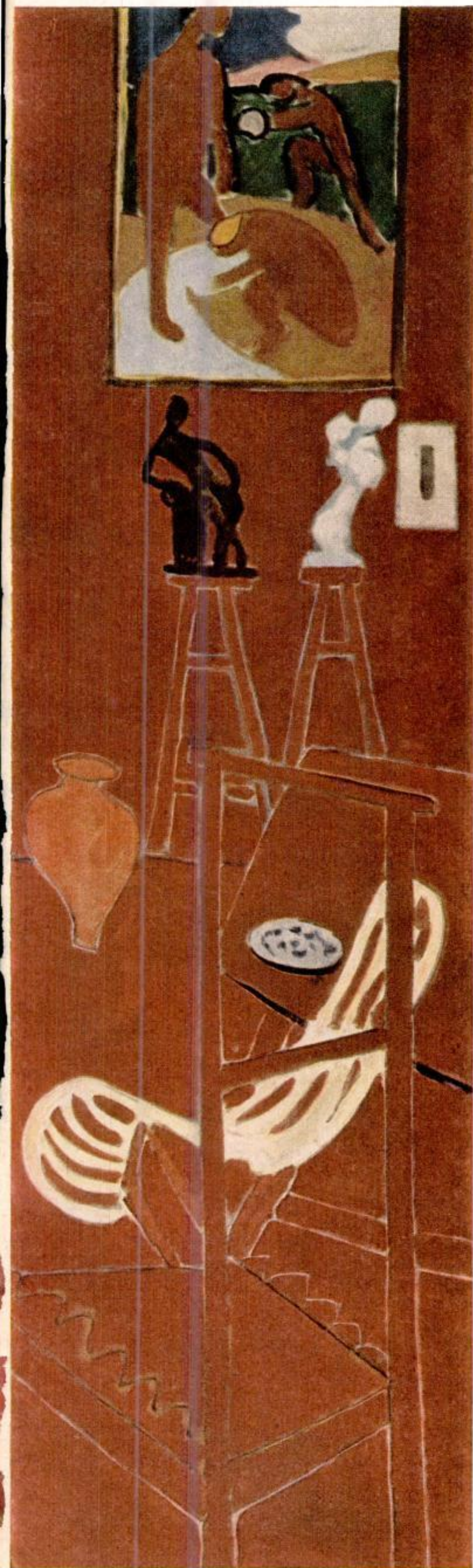
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'ALL THAT IS IMPORTANT IS LINE, FORM AND COLORS'

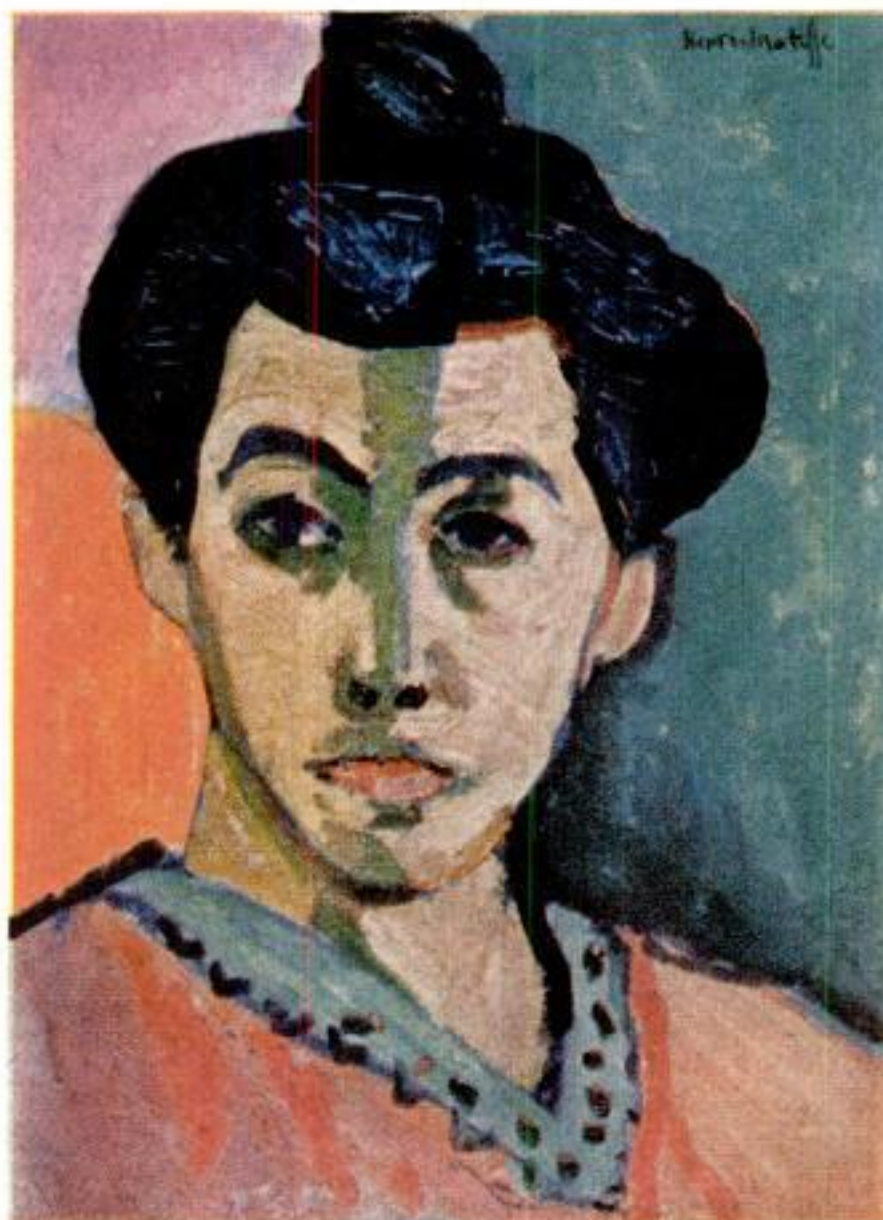
"When I see a picture," wrote Matisse, "I forget what it represents; all that is important is line, form and colors. . . ." Forty-six years ago Matisse began to put this belief into practice with bold, brilliant paintings (*upper right*) which helped launch the Fauvist movement. Willfully distorting the natural appearances of things, he tried to create images on his canvases

which drew their vitality from vibrating colors and vigorous contours. Gradually Matisse ignored altogether the volume and texture of objects, turning them into flat patterns in depthless space (*above*). Even his models became accessories to the over-all designs in which flowers, furniture and Moorish hangings merged in a luxuriant outburst of ornamentation.



RED STUDIO is 1911 view of the workroom Matisse built near Paris. Effect of depth suggested by floor and table is eliminated by the uniform background tone.

BLACK TABLE was painted in traditional perspective but Matisse countered the appearance of realism by surrounding table with purely ornamental designs.



SELF-PORTRAIT at 37 was modeled with rough, slashing strokes which convey look of carved mask rather than gentle, genial personality of the artist.

MME. MATISSE, whom her husband described as a "lovely Toulousaine," often posed for early experiments with distorted forms and strident colors.

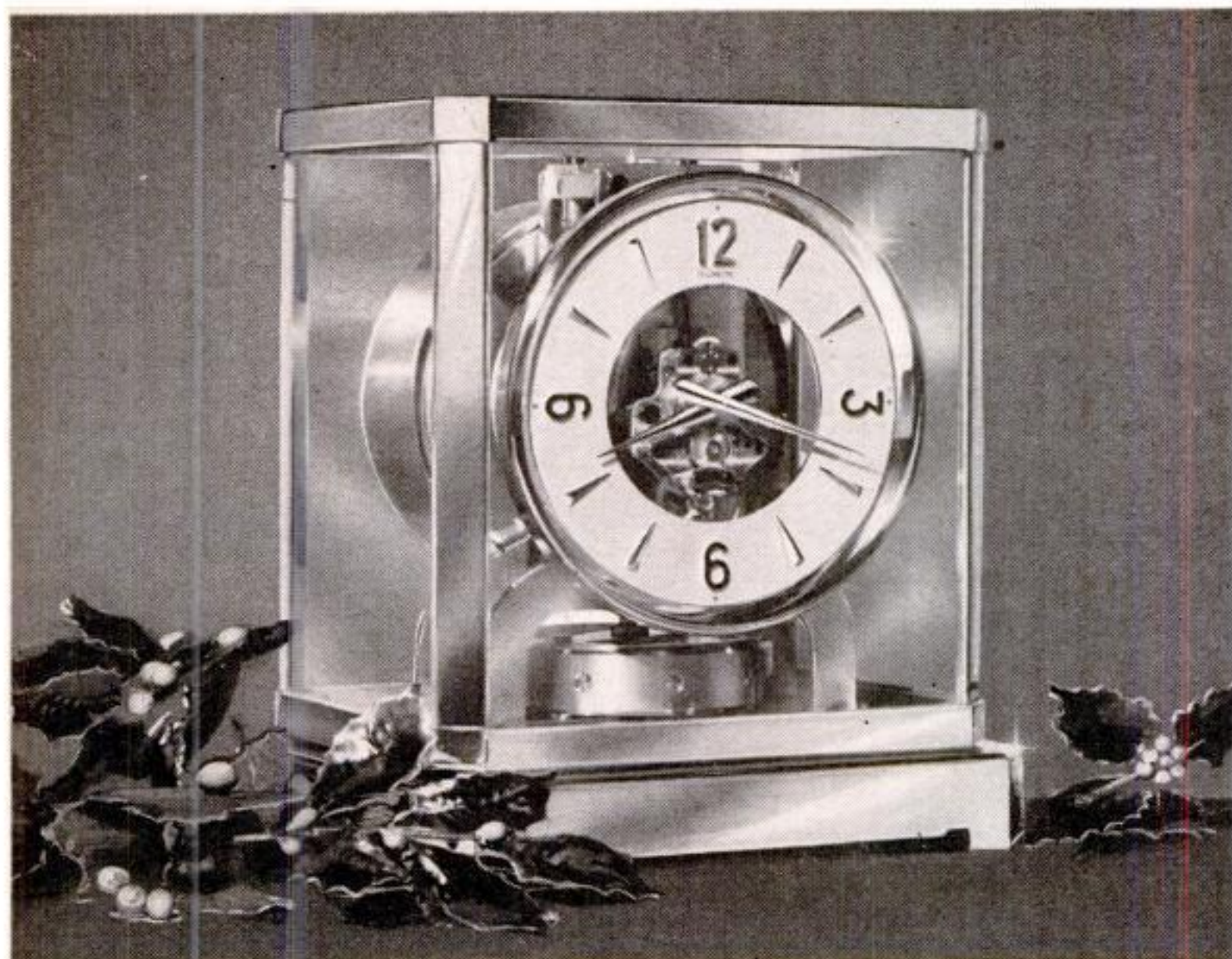


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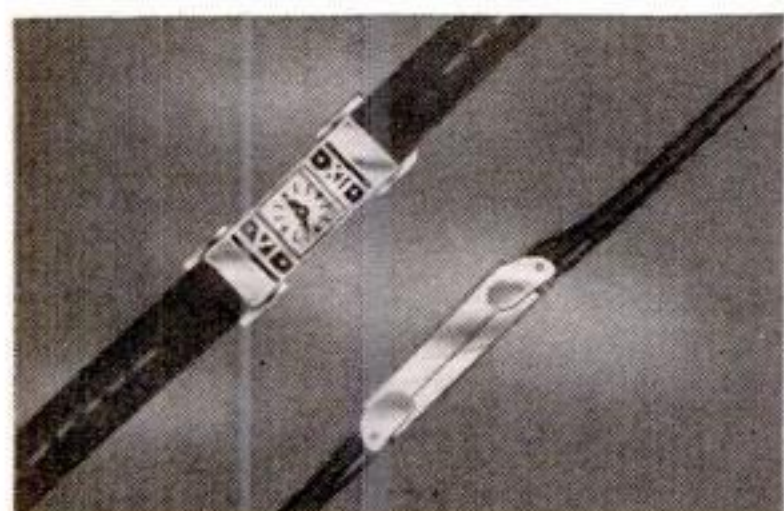


RED INTERIOR, painted in 1947, is exuberant product of the artist's old age and a summing up of his lifelong delight in decorative splendor. In it Matisse abandoned all pretenses of portraying a scene realistically. Instead, the ornamented

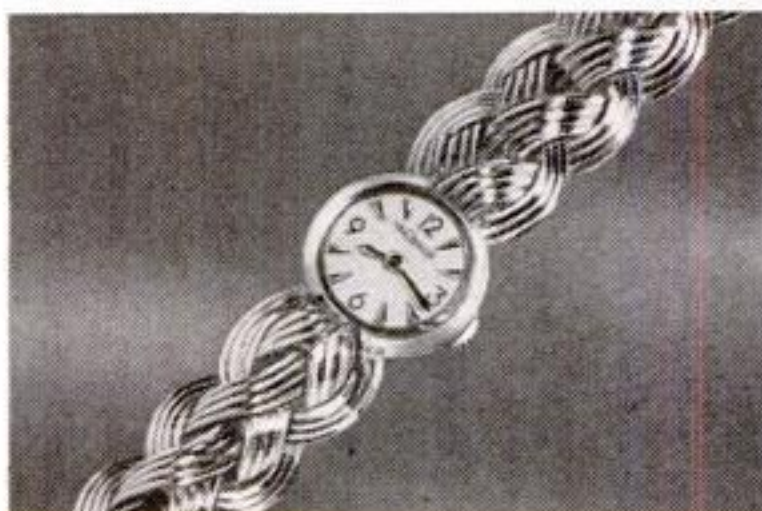
walls, the medallion, the blue table with fruit and vase of flowers and the window opening onto a garden of palms and tropical blooms have all been reduced to an explosive pattern done from sheer love of lyrical line and blazing color.



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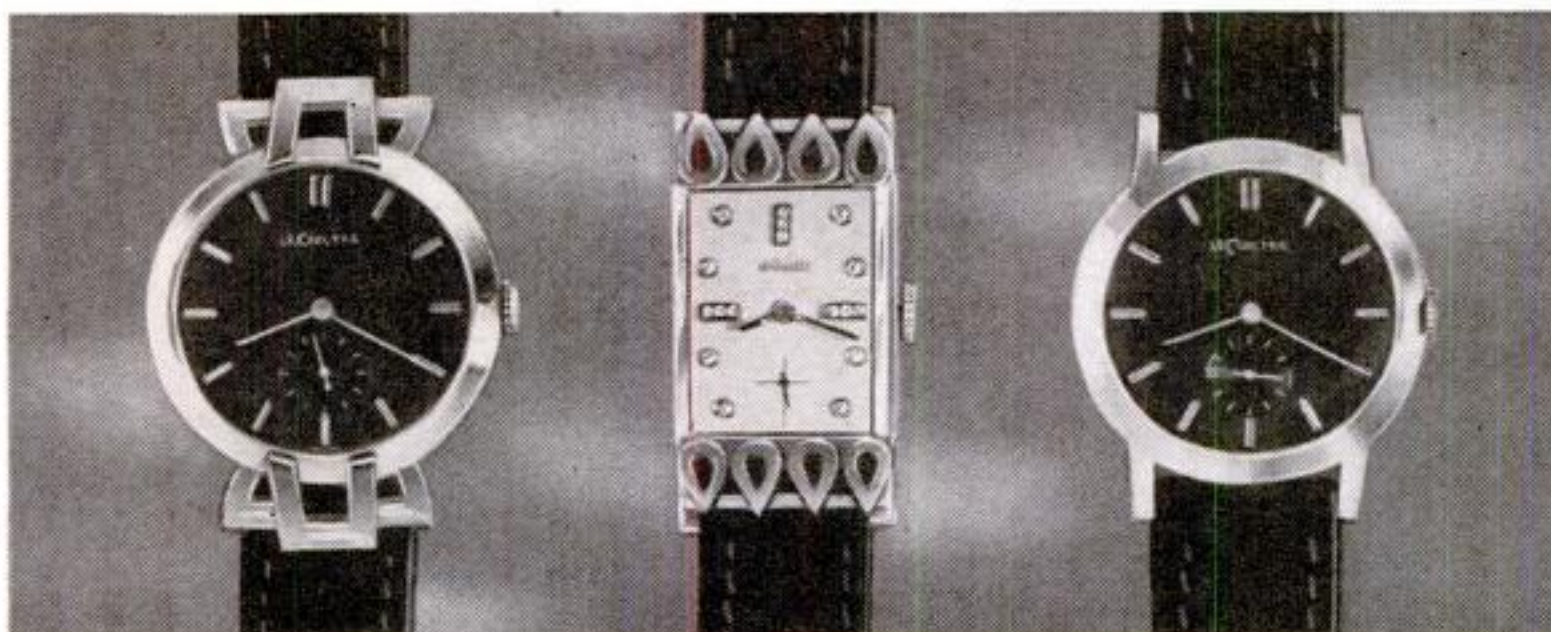
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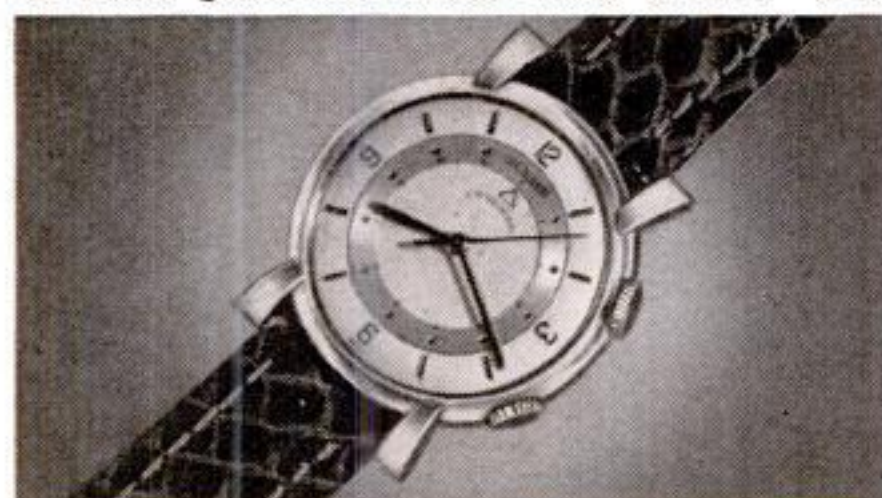
LE COULTRE ARISTOCRAT. Matching set for "her" and for "him". Perfect for Christmas. Smart, wedge-shaped design. Yellow or white gold-filled cases. Each, \$71.50.



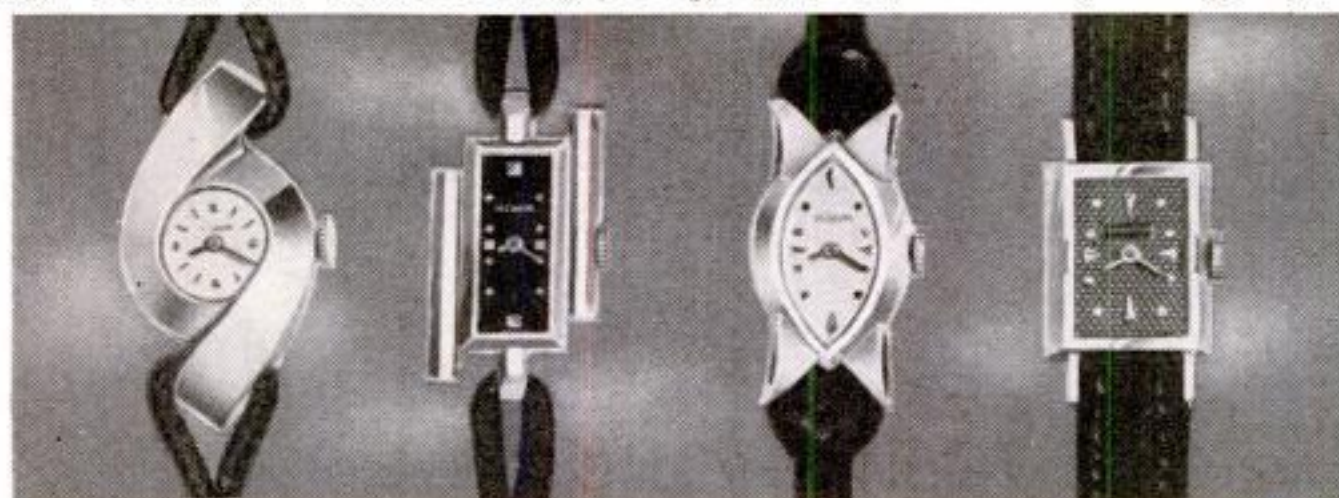
FINE LE COULTRE MEN'S WATCHES FOR CHRISTMAS. The handsome styling and meticulous finish distinguish these superb watches. The movements are of the finest traditional LeCoultre quality. Examples, left to right: "Hale", cased in 18K gold, \$192.50; "Lowell", 17 diamond dial, 18K gold, \$250; "Patton", 14K gold, \$139.50.



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LE COULTRE CALENDAR-MOONPHASE. A beautiful example of LeCoultre craftsmanship. It tells hour, day, date, month and phase of the moon. Gold-filled case, with bracelet as shown. \$99.50.

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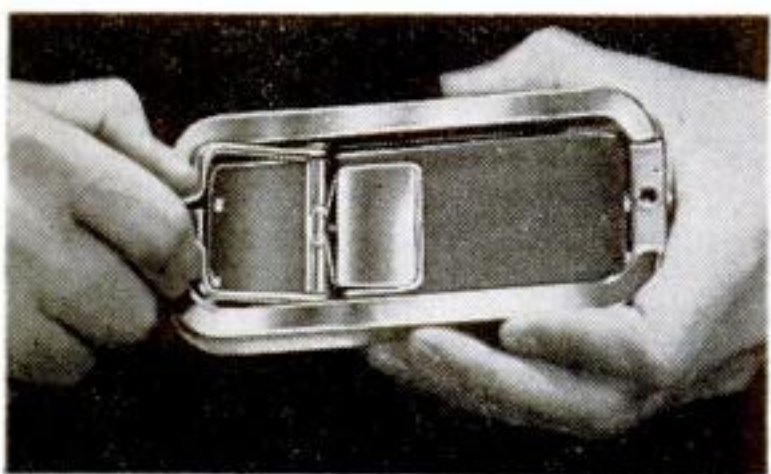
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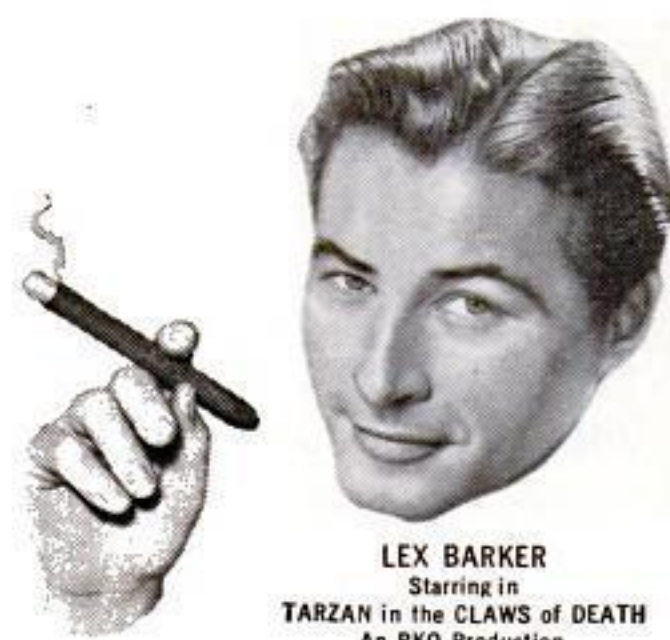
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OFF-LIMIT WISHING WELL

Baltimore fails to change lovers, small boys

The staid elderly inhabitants of Mount Vernon Place in the old section of Baltimore had nothing against superstition, and certainly nothing against spendthrift lovers, when they asked to have the sign (above) erected over the fountain in their little park. They enjoyed watching strolling couples drop pennies in the fountain for good luck. But they did not like the noisy boys who came to scramble for the good luck cash. The police dutifully put up the sign, then just as dutifully turned their backs on the couples who kept coming to drop wishing pennies in the fountain and the small boys who kept following to fish the pennies out.

You need not inhale



LEX BARKER
Starring in
TARZAN in the CLAWS of DEATH
An RKO Production

Taste that satisfying fragrance
...whiff that soul-warming
aroma...and you'll know
why you need not inhale—

to enjoy a cigar



GET SOME TODAY!

CIGAR INSTITUTE OF AMERICA, INC.

**RELIEVES PAIN OF
HEADACHE • NEURALGIA
NEURITIS**

FAST

The way
thousands of
physicians
and dentists
recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

Sonny's Night Cough

demands safe relief. Pleasant-tasting Piso's (Pie-sōz) is medically right for coughs due to colds for young and old. Fast acting, soothing.

PISO'S

THE Marquess of Milford Haven



great-great-grandson of Queen Victoria, has served the sea and, through her, England, for most of his life. At 13 he entered the Royal Naval Academy at Dartmouth. It was a family tradition.

He was an officer for 10 years, six of them on wartime service during which he earned the Distinguished Service

Cross, Britain's second highest award for gallantry in action, and the Order of the British Empire.

At the time of the Royal Wedding, when he served as best man, Lord Milford Haven was named, by the press, "England's most eligible bachelor." He cheerfully surrendered this honor when he married an American last year.

For 20 years the clock will stand still* for *today's young man* of 35

Modern science teaches us how to *stay* young . . . years longer!

• In just half a century man has had his life expectancy, at birth in the United States, set forward from 49 to over 68 years. In the same period his chances of surviving from age 18 to 65 have increased by 15 per cent because he has learned to understand and to slow down the process of aging.

Today, youth is no longer reckoned in years! Now, "You are as young as you feel," has a foundation in fact.

The so-called miracle drugs, the vitamins, the intelligent use of diet and exercise and the careful avoidance of excesses . . . these have added decades to man's life. And in the middle years . . . the useful years.



Sportsman, interested in social work, director of several British corporations, as a representative of British shipping in this country, Lord Milford Haven still follows the sea.

In a modern day, he *looks* his youth, too. He has discovered that taking a young man's care of his appearance is, in many ways, as important as taking care of his health.

A YOUNG MAN'S CARE . . .

Here, for instance, is a habit which not only makes you *look* younger, but actually tones up your skin and keeps it in *young condition*! Remember, at all times, *before* you shave, to bathe your face with water as comfortably hot as you can get it. You have seen a barber do it after a shave, but most skin specialists say that it does twice as much good *before* you shave.

It does two things . . . it brings *renewing* blood to the surface to revitalize your skin; it softens hair for a quicker, cleaner shave.

Every wise man wishes to retain the *appearance and condition* of youth. Modern men consider youth cold-bloodedly . . . as a business asset. For this reason, increasing numbers of them count on Aqua Velva.

This remarkable after-shave lotion made by J. B. Williams offers you a pleasantly vigorous out-of-doors scent. Aqua Velva is a circulation rouser that helps your skin care for itself . . . with a tonic effect that helps to keep your face *feeling* soothed, *looking* young after shaving.

3 SPECIAL WAYS TO A BETTER SHAVE

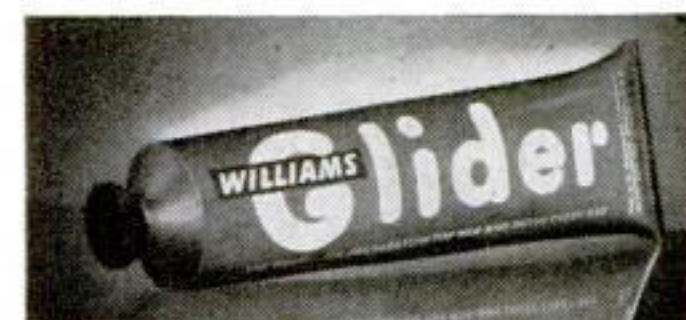
If you use a brush, Williams Shaving Cream offers you more than just superb shaving comfort. It brings you special *youth-keeping qualities* found in no other shav-

ing cream. These extra benefits are derived in part from *Extract of Lanolin*, containing 25 times the concentration of beneficial ingredients provided by an equal amount of plain lanolin—*itself* a well-known skin conditioner.



Williams Shaving Cream

For the brushless shaver, Glider offers this same beneficial *Extract of Lanolin*—plus an extra ingredient to keep your face in *young condition*. This is a valuable oil so bland it is used on a baby's skin. Soothing and protecting, this special oil softens your beard and enables your razor to cut close without scraping or irritating your face . . . for a shave that is comfortable yet thoroughly clean . . . even with daily shaving.

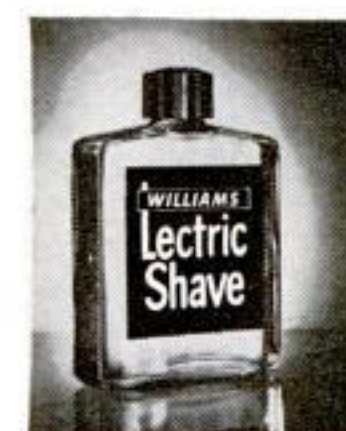


Glider, a brushless cream

Part of taking a young man's care of your appearance is to make sure of this careful protection of your skin. And

only Williams brushless and lather shaving preparations contain the *Extract of Lanolin* that helps replace natural oils, keeps skin unblemished and young looking, no matter how sensitive to the razor's touch.

If you use an electric razor, you will find that Lectric Shave, by Williams, prepares your face for a unique experience in shaving comfort. Beyond this, it provides the means of keeping your skin smooth, relaxed, *young looking*. Liquid, briskly scented, Lectric Shave prepares your beard so that it can be virtually *wiped* off by your shaver cleaner and faster.



Lectric Shave

One ingredient prevents sticky perspiration from slowing up your razor. Another ingredient lubricates not only your skin but the razor head—giving you a closer shave without the usual hot, dry after-feeling. You'll like the youthful feeling and the youthful *look* your skin has after using Lectric Shave.

MOST POPULAR AFTER-SHAVE LOTION

After every shave—use Aqua Velva. Its quick, refreshing feel, its invigorating scent will show you why it is the world's most distinguished shaving lotion. Like other Williams preparations, Aqua Velva has a "youth preserving" plus—a special tonic ingredient for the skin. It leaves your face with its natural moisture intact, helps protect it from the effects of sun, wind, cold. To brighten and brace your skin, to help keep it *looking* and *feeling* young, make a habit of using Aqua Velva.



Aqua Velva by Williams

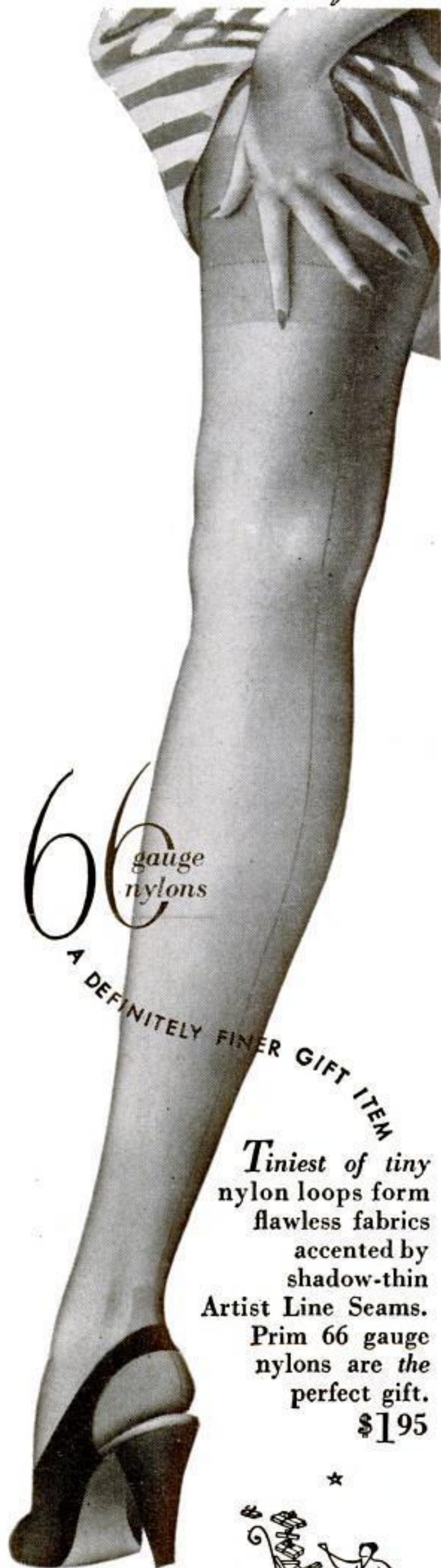
★ ★ ★

In the year 1840, the J. B. Williams Company put its first shaving preparation on the market. Since then our products have attracted an ever-increasing market, a market of men who have come to know that Williams products will unfailingly be superior in very definite ways. Year after year, more and more men are using Williams products—for more and more men, the clock of youth and health is standing still.

* Insurance figures show that the expectation of life at birth in the U.S. has increased almost 20 years since 1900. Medical science has shown increasing numbers of men how to retain the fitness of youth on into their mid-fifties.

"It's better to give..."

Prim
Hosiery



66 gauge
nylons

A DEFINITELY FINER GIFT ITEM

Tiniest of tiny
nylon loops form
flawless fabrics
accented by
shadow-thin
Artist Line Seams.
Prim 66 gauge
nylons are the
perfect gift.
\$1.95



Prim
Hosiery

66, 60, 51, 45 gauge full-fashioned
and high style seamfree nylons.

PRIM HOSIERY, INC. • CHESTER, ILL.



GAWKING MILWAUKEE

To give passers-by a few moments of idle interest a department store in downtown Milwaukee decided to put a large color photograph in its front window. It might, the store thought, make people pause for a casual look.

But instead of just making people pause, the picture stopped them dead in their tracks, their faces frozen in varied attitudes of delight, disbelief and stark horror. To see what staggered Milwaukee, turn the page.

Sheaffer's

TM*



SHEAFFER'S GOLD-FILLED TRIUMPH TM*
 PEN, \$25.00; PENCIL, \$10.00
 FEDERAL TAX INCLUDED
 IN SOLID 14K GOLD:
 PEN, \$100.00; PENCIL, \$50.00
 (plus fed. tax)
 OTHER SHEAFFER'S GIFTS FROM \$3.75

The excitement of receiving Sheaffer's new TM is
 surpassed only by the pleasure that mounts with each use through
 the years... rekindling the glow of a truly memorable Christmas.*

You're Right in Style

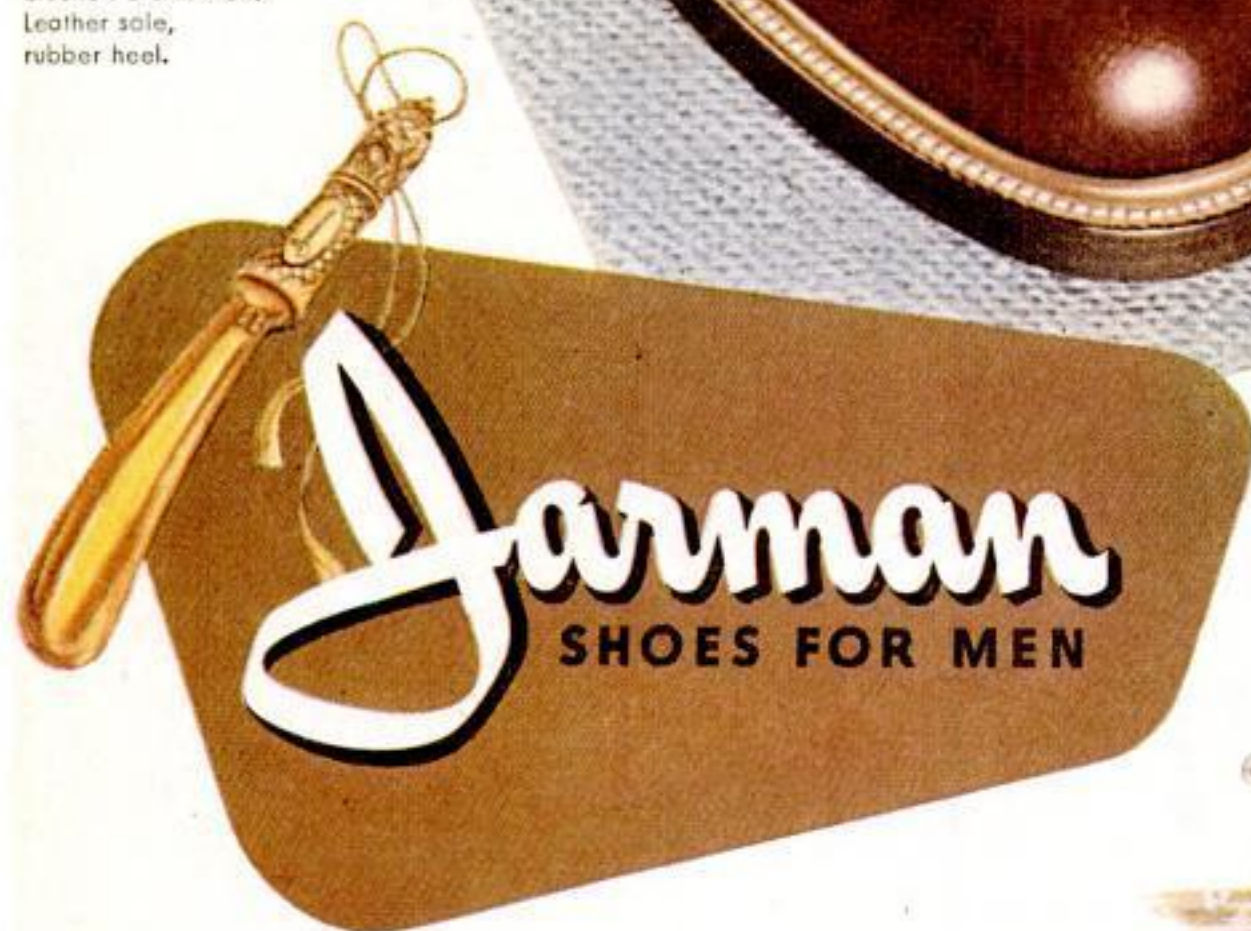
Jarmans are the only shoes approved for fashion by the Men's Fashion Guild of America



LEFT: Style 4753.
Smart straight
tip style with
protective storm
welt, thick
leather sole.

CENTER: Style 5780.
De-luxe wing tip
design, hand-flexed
for extra ease. Leather
sole, rubber heel.

RIGHT: Style 4742.
Handsome plain toe
blucher. Storm welt.
Leather sole,
rubber heel.



Jarman Winter Grain STYLES

Handsome, durable grain leather is welted to long-wearing soles in these ruggedly masculine Jarman "Winter Grain" styles, built to withstand winter's worst weather. They're the choice of men everywhere.

\$9⁹⁵ to \$16⁹⁵ *Most Styles*

There's always happy walking ahead when you slip into Jarmans because you're *right* in style enjoying real comfort every step you take. You have the assurance of correct styling in any group of well-dressed men because Jarman brings you every season new, authentic patterns, new leathers and new lasts—the only shoe styles approved for fashion by the Men's Fashion Guild of America. And beneath the richer, lustrous leathers there is always Jarman's famous *friendliness of fit*, the snug comfort that assures you more miles of *real* walking pleasure. Your Jarman dealer has the newest winter styles. To look smarter and feel better visit him today and try on a pair.

JARMAN SHOE COMPANY, NASHVILLE, TENN.  DIV. OF GENERAL SHOE CORPORATION



THIS IS WHAT THEY SAW

The picture that staggered the citizens of Milwaukee was this dentist's-eye view of Tony, an 11-year-old hippopotamus in the Washington Park Zoo. Tony was induced to pose by an understanding photographer named Clarence Schmidt, who threw apples (*center*) into Tony's gaping gullet.

Wouldn't YOU love these NEWEST ideas in Radios?

So would the "hardest-to-please" on your list!



HICKORY BROWN



EBONY



IVORY



CARDINAL RED



PRIMROSE YELLOW



MAHOGANY



CHARTREUSE



CHARTREUSE



BOTTLE GREEN



PRIMROSE YELLOW



IVORY



HICKORY BROWN



EBONY



MAHOGANY

DIVINELY DIFFERENT and absolutely new, yes it's the Sylvania radio-clock. Here is a charming radio-clock that really is designed for any room and every color scheme imaginable.

And it is as useful as it is lovely. It wakes you to music, starts your percolator or turns on any electric control. If you slip off to sleep, an automatic switch turns off your radio. It does all these things with one "easy to use" control knob.

The radio is a UL approved AC-DC set with rich Studio-Clear® sound and great sensitivity. A full five-inch speaker, larger than usually found in small radios, is built right into the clock where you never see it and no one can damage it.

Here is truly the gift for the "hard-to-please" on your list. And you'll have just the place for one of these yourself. What is *your* color? See them at your Sylvania TV dealer's today.



A MODERN DESIGN created by Sundberg-Ferar to complement every setting. The same radio chassis as in the radio-clock. ON-OFF Volume Control. Built-in antenna and many other features. New, non-staining plastic cabinet.

See SYLVANIA TV with HALOLIGHT, The Frame of Light for TV Viewing Comfort, at your Sylvania TV dealer's.

SYLVANIA

Established 1901—Great Name in Electronics

Television Sets; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps; Radios. Sylvania Electric Products Inc., Radio and Television Division, 254 Rano Street, Buffalo 7, New York

*Sylvania Trademark

Hear Sammy Kaye's SYLVANIA SUNDAY SERENADE Sunday Afternoons, ABC Radio Stations... See SYLVANIA'S BEAT THE CLOCK on CBS-TV.



HONEYMOONING, Michael whirls tipsily into bedroom with his bride, Agnes, in his arms. Despite his bold entrance, Michael proves to be a shy groom.



BIRTH PANGS assail Agnes one year later as she clutches bedpost and gets massaged by Michael. Out of sympathy, he takes sick himself and goes to bed.



QUARRELS beset wedded couple after five years, when he threatens to walk out on Agnes for another woman. They flounce around, yell, fight, make up.



DEEP AFFECTION helps to hold couple together after 35 years, though he is embarrassed by embroidery on her pet pillowcase which says, "God is Love."



THE BRIDE COAXES A KISS FROM SHY GROOM BY ASKING TO WHIFF THE CHAMPAGNE ON HIS BREATH

'THE FOURPOSTER'

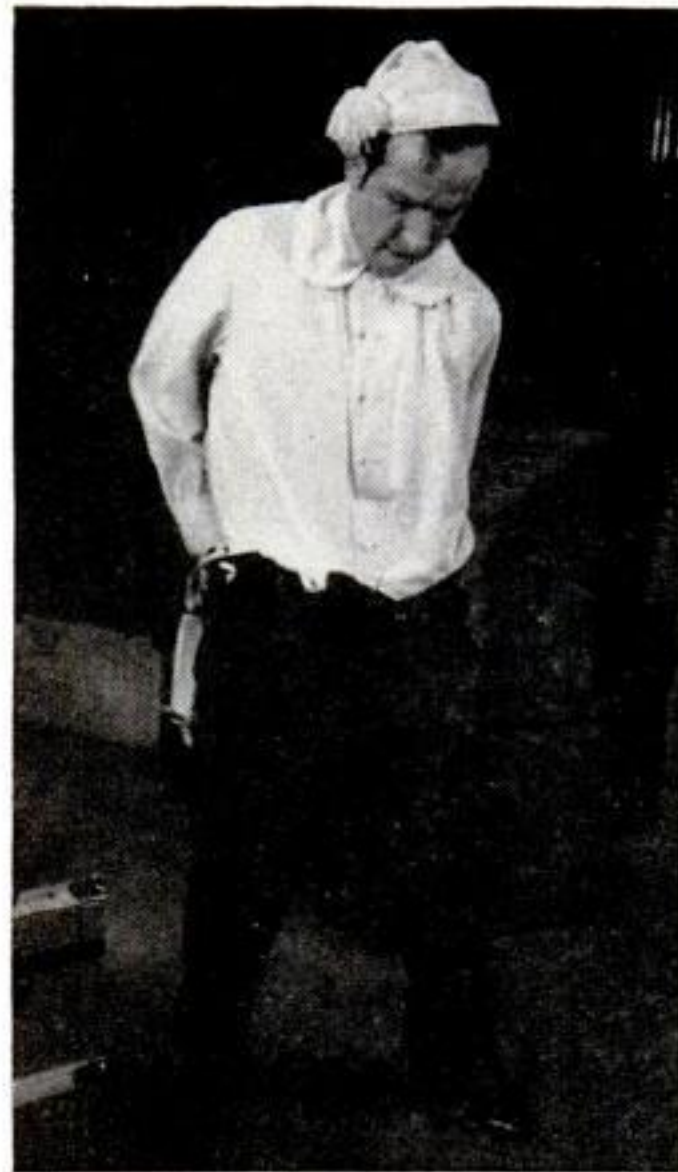
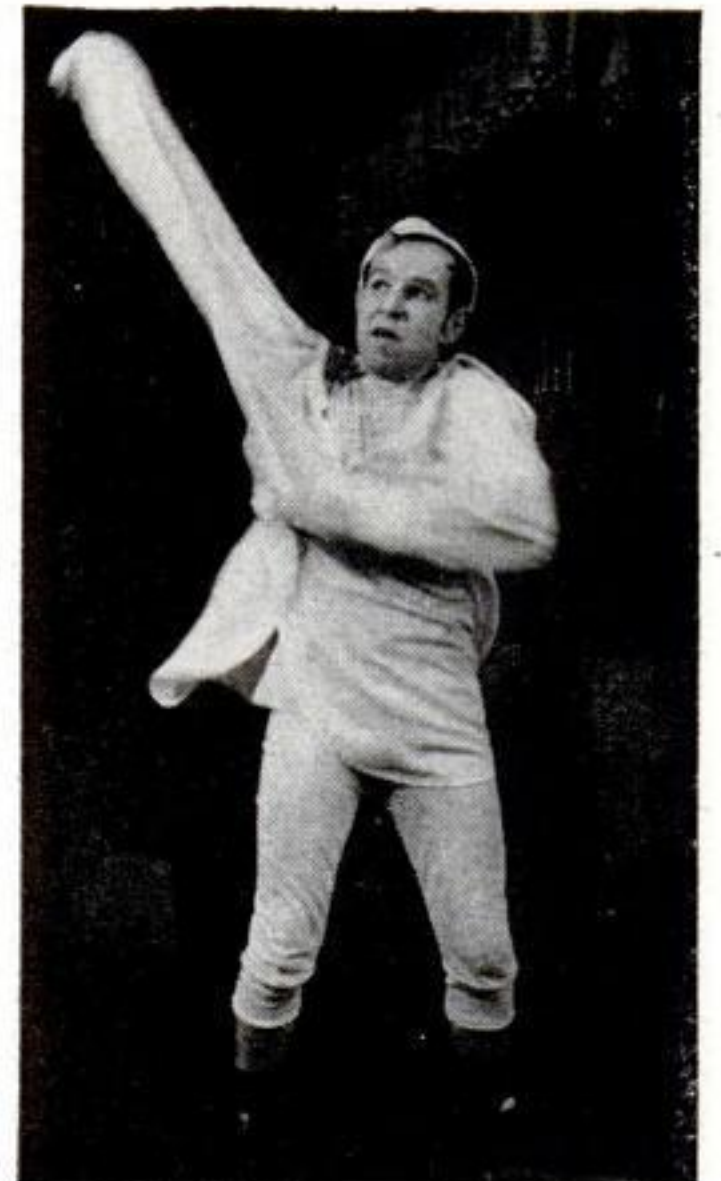
Broadway gets connubial comedy with two characters and a bed

The Fourposter is a play with three chief ingredients: a husband, a wife and a double bed. Its author, Jan de Hartog, aged 37, is Holland's most important contemporary playwright (his *Skipper Next to God* and *This Time Tomorrow* have been done on Broadway). *The Fourposter*, written while de Hartog was hiding from Nazis in Holland, is likely to be a tidy moneymaker both on the stage and in films (p. 126). For one

thing, with only two characters and one set it can always be cheaply produced. For another, it deals outspokenly but never offensively with the bedroom antics of a man and wife through 35 years of marriage. To escape monotony *The Fourposter* required excellent acting, which it is getting now with Hume Cronyn and his real-life wife, Jessica Tandy, as the couple whose domestic life eddies around the big fourposter.

"The Fourposter" CONTINUED

HOW A BASHFUL GROOM BEHAVES ON HIS WEDDING NIGHT



PREPARING FOR BED after wife has left the bedroom to undress, groom puts on his nightcap, slips off his pants

and dons nightshirt over his underwear. Then, fearing he may shock wife, he puts his suit back on over his nightshirt.

LILLI PALMER AND REX HARRISON MAKE MOVIE OF PLAY



MOVIE VERSION, just finished, has another husband-and-wife team, the Harrisons, as more worldly newlyweds.



MOVIE CENSORSHIP prevented showing the couple in bed together. Here chatting husband stands beside the bed.

NEW! AMAZING! SAFE!

World's Most Modern Electric

STEAM VAPORIZER

Absolutely SAFE Automatic Shut Off

ALL PLASTIC BASE only \$5.95

Deluxe Model \$6.85

Electresteen
"Works While You Sleep"

AT DRUGGISTS and Electrical Appliance Dealers

No waiting! Gives steam moment you plug in. Helps give quick relief from the misery of colds, coughs, asthma. Absolutely SAFE . . . only 1 1/4 oz. water in heating chamber at any one time. Remote water reservoir holds 10-24 hour supply yet always stays cool . . . absolutely no danger of burns or scalds. Automatically shuts off when water is gone. Special patented "Insawall" construction base. Can also be used as Room Humidifier and Reodorizer. Operates on AC current only. Deluxe Model \$6.85.

NOW! PORTABLE SAFE! STEAM HEAT
from any wall plug!



Ideal for the room that's hard to heat, shops, cabins, hotels, theatre ticket booths, etc. No danger of burns from exposed, glowing elements or flame-type heaters. No chance of carbon monoxide asphyxiation from faulty gas heaters. Insist on Electre-

Electresteen \$37.95

stem, the original Portable Electric Steam Radiator. Operates on AC or DC current.

Electresteen BABY PRODUCTS

8 BABY-BOTTLE STERILIZER

Can't overheat, scorch, or burn baby's nipples or plastic bottle caps! Sterilizes 24-hour supply in a jiffy. Extra rack for sterilizing nipples, bottle caps, funnels, etc. Automatic shut off. Easy to clean. AC only. only \$7.95



BABY CHEF, JR. BOTTLE WARMER \$1.99

Fastest, easiest, SAFEST way to warm baby's bottles. Boils water instant you plug in. Special patented "Insawall" construction keeps sidewalls cool . . . prevents burns. Also boils baby's egg. Automatic shut off. AC only.



ELECTRIC STEAM RADIATOR CORP.
PARIS, KENTUCKY

**This Christmas invest
in your child's future**

Give American Toys

THE
American Toy Institute



This Christmas make your children's dreams of happiness come true! Give them the play tools they need for fun, for education, for health and all around development. American toys are an important investment in education, too — scientifically planned to fit children's needs, to help them discover aptitudes, to prepare for careers. Made from highest quality materials available — tested by research, manufactured in sanitary factories — American toys make an essential contribution to our way of life. So, when you shop for children, ask for American toys. That's the sure way to make Christmas yield lasting joy.



(Continued on Next Page)



American-Made Toys

....for American Girls and Boys



NOMA

Effanbee's talking doll

Every little girl loves NOMA, the Electronic Talking Doll. Touch the magic button . . . she talks, sings, laughs, even says her prayers! (Electronic talking unit is fully guaranteed) NOMA is 28" tall, exquisitely dressed. Her head, arms, legs are movable.

EFFANBEE DOLLS
200 Fifth Ave.
New York 10, N. Y.



Structo Wind-up WRECKER TRUCK

Two toys in one! Pull toy or wind-up toy . . . built for years of rough-going. Red cab, grey body, natural aluminum chassis. Crank operated winch with steel chain, also tow chain. Motor brake, 6 realistic rubber wheels, front wheels adjustable. Structo's exclusive "clock-spring" motor. About 12" x 5½" x 5¼". \$3.98 (\$4.29 West of the Rockies).

STRUCTO MFG. CO.
126 Powell Ave.
Freeport, Ill.

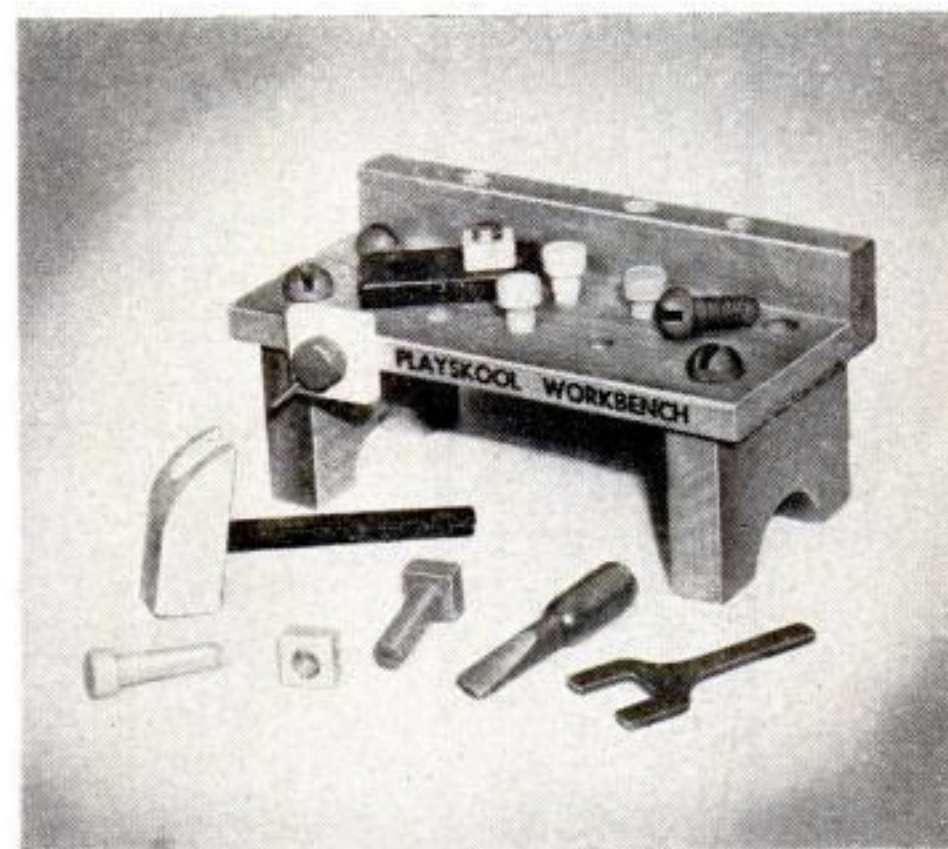


Ideal's 9-piece

ARMORED PLATOON SET

6 of the "realist" toy soldiers Jr. ever owned! Each one, authentically detailed in a different battle position. To help them win, set includes Patton tank with revolving turret, spring-action howitzer that really shoots, swivel-action machine gun. Made of molded plastic, in O.D. color. Handsomely boxed. \$2.00.

IDEAL TOY CORP.
200 Fifth Ave.
New York 10, N. Y.



Playskool WORKBENCH

Ingenious duplication of dad's tool bench. Gives youngster practice in co-ordination, manipulation . . . with claw-hammer, vise, wrench, screw driver . . . screws, nuts, bolts, wooden nails. Child will be fascinated unscrewing bench, fastening bolts, driving nails. Safe, all wood construction, 11½" x 5½". "Tools" are bright blue, yellow, red. \$3.00.

PLAYSKOOL MFG. CO.
1750 N. Lawndale Ave.
Chicago 47, Ill.



LARGE FARM SET

24 rubber toys

Children will delight for hours in this big barnyard family! Box converts into realistic barn with added shed and silo. Set includes 2 horses with harness and wagon; tractor, spreader, 2 cows, 2 calves, 1 colt, 2 sheep, 1 pig, 3 piglets, 1 rooster, 4 hens, 1 turkey, farmer and wife. Safe, durable, scratch-proof. \$2.98.

AUBURN RUBBER CORP.
Auburn, Ind.



BOBO

the roly poly clown

Punch him—beat him—tackle him—Bobo will bounce right back with a smile! This giant inflated clown—4¼ feet high and 4¼ feet around—is made of heavy vinylite plastic. Scuff-proof, color-proof, wipe-washable. Sparkling red, white and black colors. \$5.00.

DOUGHBOY INDUSTRIES INC.
New Richmond, Wis.



MONOPOLY

Most Popular of the World's Great Board Games

Set No. 6 at \$3.00; Set No. 8, Popular Edition for eight players, \$4.00; Famous White Box set with Grand Hotels, convenient removable Bank Tray, etc. \$5.00.

PARKER BROTHERS INC.
Salem, Mass.



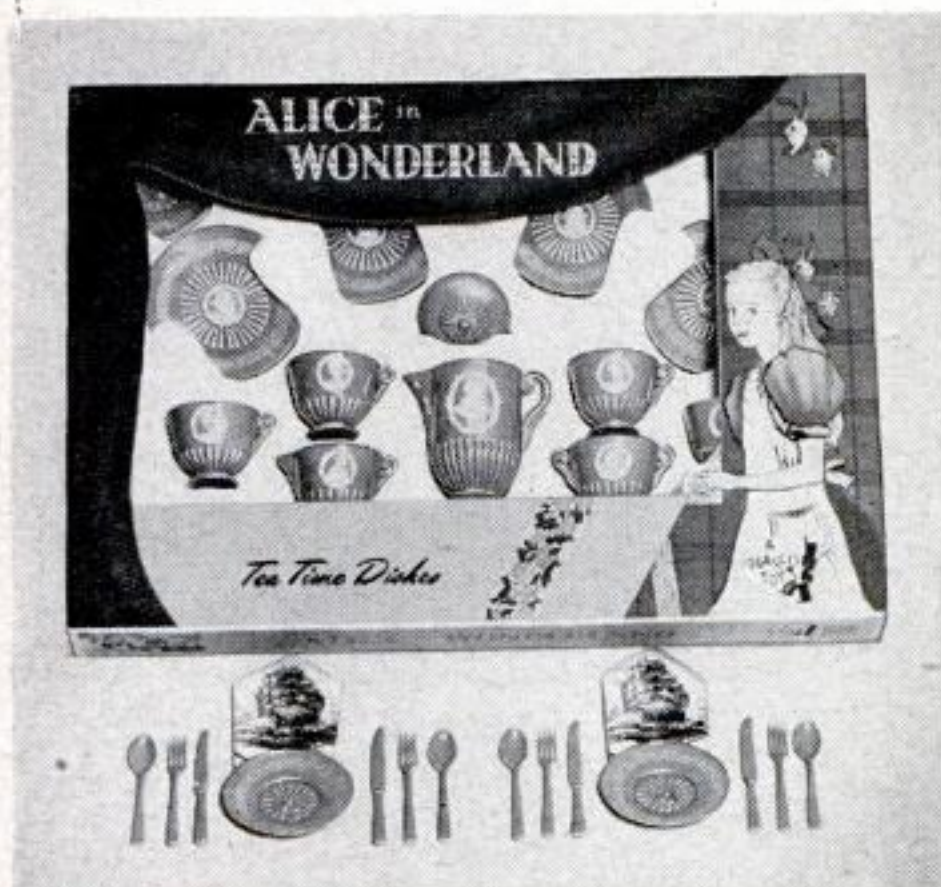
DELUXE TRICYCLE

Junior 880 Series

Built for years of rugged service! Ball-bearing multi-spoke wheels. Big semi-pneumatic tires. Truss rods, fender shields, signal horn, rubber saddle. Maroon finish, white trim. 3 sizes: small, medium, large. For America's best tricycle values, see the complete line of JUNIOR Vehicles at your dealers.

JUNIOR TOY CORPORATION
Hammond, Ind.

(Continued on Next Page)



ALICE IN WONDERLAND

Tea Time Dishes

Your little girl will see Alice on the screen this year. She'll play Alice over and over again, with this set! "Wedgwood Blue" plastic, fluted like fine china. One favorite character—Alice, the Mad Hatter, etc.—embossed in white on each piece. 40-pieces, in special tea party box. \$2.49. Other sets to retail at \$1.39, \$3.29.

PLASTIC ART TOY CORP. OF AMERICA
Carlstadt, New Jersey



heavy duty SENIOR TRACTOR

Picture Jr.'s face when he sees this gleaming red tractor! Authentically styled . . . with semi-pneumatic, tractor-type rear tires; guarded chain drive; ball bearing wheels; heavy steel frame; adjustable seat; shifting lever; life-like attachments add extra fun. Safe, effortless driving for children 3 to 8. \$29.95. (Slightly higher in West).

BMC MANUFACTURING CORP.
Binghamton, N. Y.



HOPALONG CASSIDY COLORING OUTFIT

Coloring fun for little buckos! Bright, top-quality paints in real Western shapes: cowboys, Indians, horses, others. Set includes fun-to-color pictures, Western action stencils, brilliant poster paints, paint brush, and Hopalong Cassidy crayons in unique corral fence. Autographed action color Photo of Hoppy. \$2.00. Other Hopalong Cassidy coloring sets from \$1 to \$5; Crayon and Stencils sets, \$1 and \$2.

TRANSOGRAM CO., INC.
200 Fifth Ave.
New York 10, N. Y.

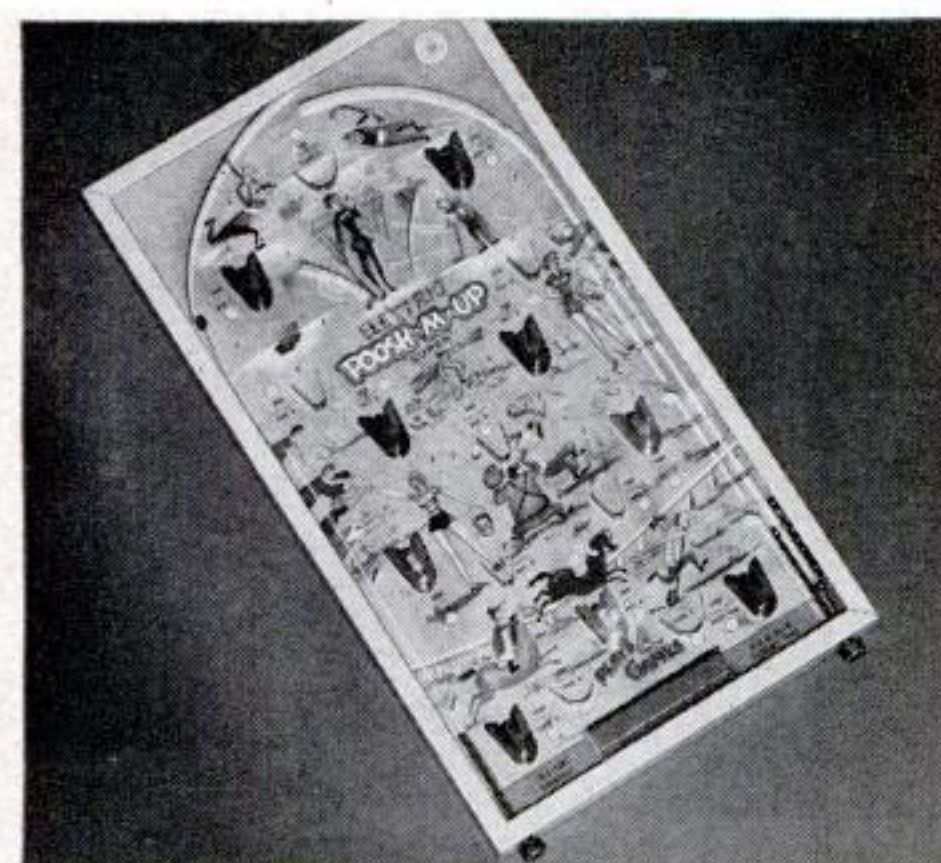


BI-BYE BABY

Her skin feels just like yours!

Replica of newborn infant . . . so real, so cuddly, you'll be amazed! Head, arms and legs are soft, flesh-like plastic. Thumb fits into tiny mouth. "Baby" cries when turned over . . . comes in flannel diaper and be-ribboned kimona, under fluffy ribbon-tied blanket. Sizes from 14" to 24" high, \$4.95 to \$12.95.

FLEISCHAKER NOVELTY CO.
Venice, Calif.



"Super" Electric POOSH-M-UP

Big exciting pin ball game for teen-agers, children, adults! Fully automatic, with 2 plungers, 9 colorful plastic domes that light up. Operates on 2 standard flashlight batteries. Glass covered, sturdily constructed wood frame, metal leg. 1 gold, 1 blue, 9 silver balls. 15" x 28" x 2". Portable. \$9.95.

NORTHWESTERN PRODUCTS CO.
2655-2723 Spruce St.
St. Louis 3, Mo.



Hopalong Cassidy PICTURE GUN & THEATRE

Pull the trigger . . . see a movie! Marvelous auto-magic gun projects actual pictures: adventure and bible stories, fairy tales, others! Your box is your theatre. Gun is easy to load, easy to use. Complete theatre, gun and batteries, 7 different films, \$3.49. Extra films, 35¢ each.

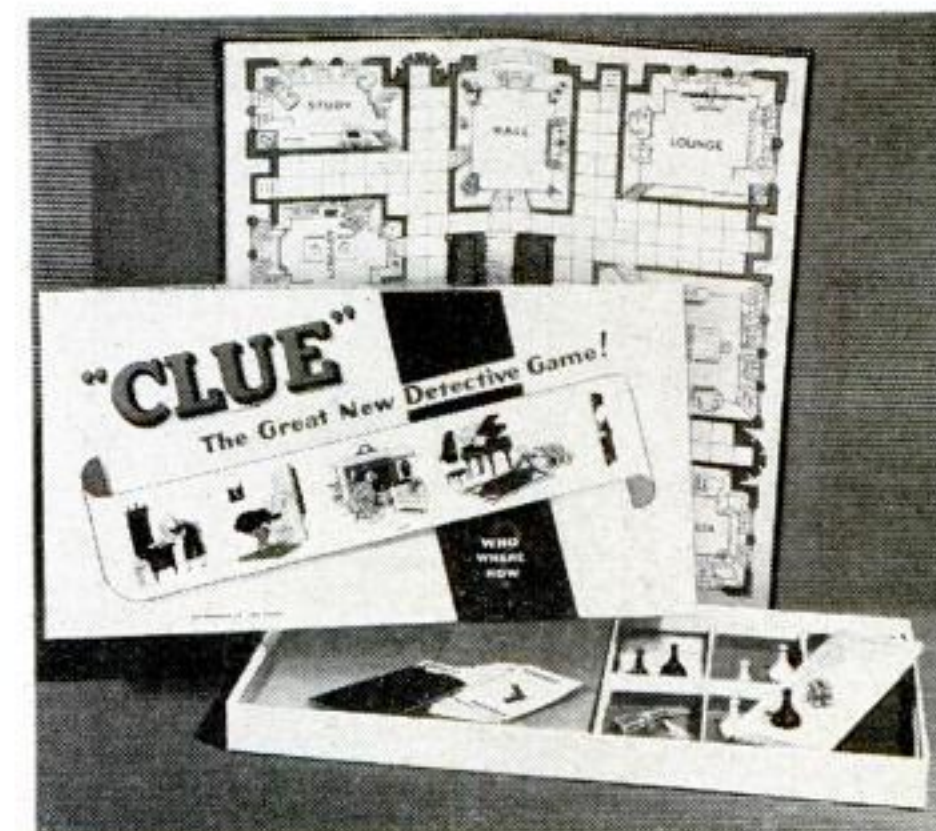
STEPHENS PRODUCTS CO., INC.
Middletown, Conn.



Sturdy FOLDING DOLL CARRIAGE

Doll size replica of fine baby carriage . . . big enough for 24" doll. Sun visor and 4-bow hood protect dolly's eyes. Body and hood a striking combination of rich maroon and silvery grey. Frame, wheels, foot brake, and 29" high handle finished in non-toxic baked enamel. Commended by Parents' Magazine. \$10.00. Slightly higher in West.

PLAYTIME PRODUCTS, INC.
Warsaw, Indiana



CLUE

The Sherlock Holmes Game

A NEW BEST SELLER. Exciting and of intense interest throughout. Fascinating to adults and teen-agers alike. Clue has many enjoyable features, entirely new in this age of smart games. CLUE contains the finest equipment for as many as six players—and is a detective game that would delight Sherlock Holmes! \$3.00.

PARKER BROTHERS INC.
Salem, Mass.

These American-Made Toys are now
on sale at your local Retail Stores

Or write Manufacturer for Name of nearest Dealer



(Continued on Next Page)



American-Made Toys

....for American Girls and Boys



SNOOPY SNIFFER

World's Friendliest Pup

What a wonderful, lovable "puppy"! Snoopy has his own inimitable walk . . . actually "woofs" as he goes! His fun and friendliness will charm your favorite youngster. Wood body and legs; rubber paws; cloth ears; coil spring tail; patented "Woof Woof" voice; realistic colors. 16½" long, \$2.45. (Slightly higher in West). Write for catalog of other toys.

FISHER-PRICE TOYS, INC.
East Aurora, N. Y.



8 piece NESTED ANIMAL BLOCKS

Toddlers will be fascinated by the 8 nested blocks . . . the brightly colored animals! Blocks stack 40" high. Each shows 5 different animals 40 in all! Shown in solid California Redwood, carefully nailed for safety and durability, \$3.50. In heavy, double cardboard . . . reinforced for extra strength, \$2.00.

SAMUEL GABRIEL & SONS & CO.
200 Fifth Ave.
New York 10, N. Y.



collapsible TABLE AND CHAIR SET

Easy to fold, carry, store! Ideal for youngsters' tea parties, for games, for watching TV! Made of sturdy heavy gauge steel, with tubular legs. (Rubber tips to protect your floors.) Merry red vinylite table top and matching seat pads are a snap to keep clean! Table, 20" high, 23" square. Chairs, 24" high.

F. C. CASTELLI CO.
Erie and F St.
Philadelphia 34, Pa.



OLD WOMAN OF THE LACING SHOE

Does your child have difficulty lacing his shoes? Watch him learn . . . as he happily laces and unlaces this colorful wooden toy. Just as in the nursery rhyme, the Old Woman and her many children live and play in the Shoe. For children two to five. \$3.50.

HOLGATE TOYS
Kane, Penn.



Ideal's TONI DOLL

A real beauty . . . with nylon hair you can shampoo and play wave. Toni is bathable, all plastic and goes to sleep. Her magic nylon hair grows softer and prettier the more you wash and comb it. Comes with a Toni Play Wave Kit containing curlers, shampoo creme, play-wave solution and directions for making many pretty hair styles. \$12.00.

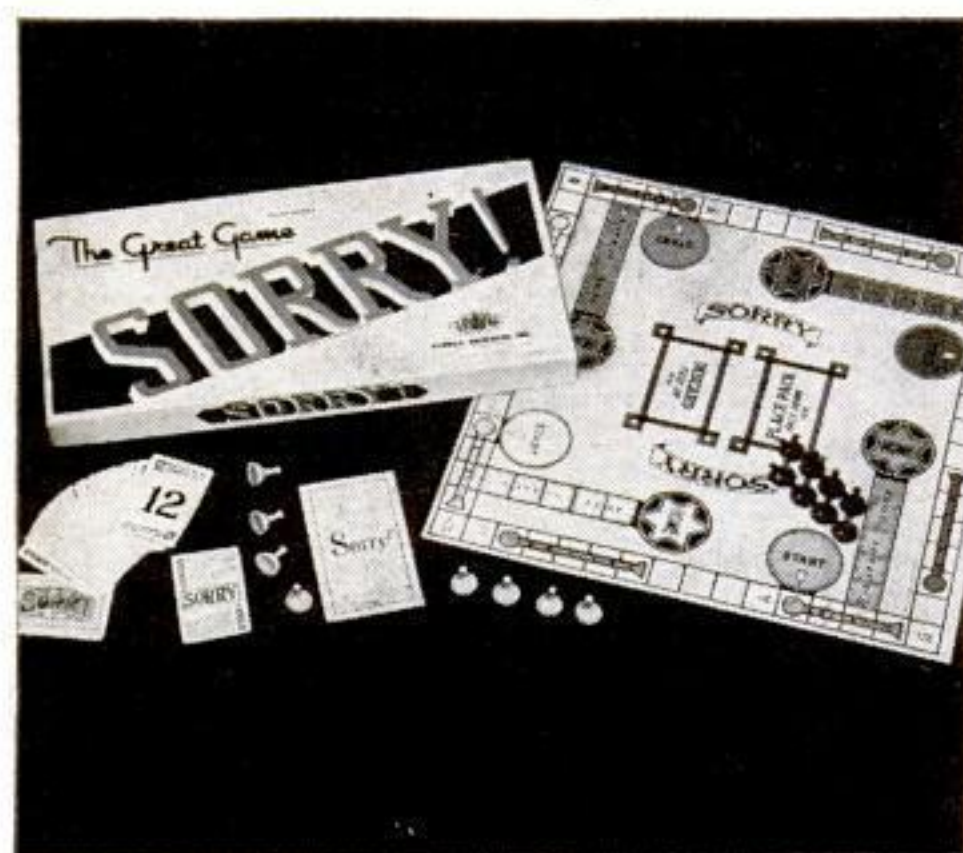
IDEAL TOY CORP.
200 Fifth Ave.
New York 10, N. Y.



looks like silver! #800 METALTONE SERVICE ENSEMBLE

Make your little girl a fine hostess! 29 plastic pieces, finished to look like Mother's best silver: 4 goblets, 4 sherbets, teapot, creamer, sugar bowl, Lazy Susan. In small chest: 4 knives, forks and spoons; cake server, butter spreader, salt and pepper shakers. Beautifully boxed. \$5.98.

BANNER PLASTICS CORPORATION
80 Beckwith Ave.
Paterson 3, N. J.



SORRY

for 2, 3 or 4 players

An immensely popular Board game, unlike any other, with original moves and thrilling situations. Don't count on victory until the last play. SORRY is full of surprises! \$2.50.

PARKER BROTHERS INC.
Salem, Mass.



Renwal WESTERN TARGET GAME

Get 'em cowboy! Two western style guns fire when Jr. pulls the trigger . . . shooting 5 safe pellets at the big illustrated target. Guns are plastic, 11" long . . . with cylinders that revolve like those you see on TV. 48 rounded plastic pellets. \$2.98.

RENWAL MFG. CO. INC.
Toyland Park
Mineola, N. Y.

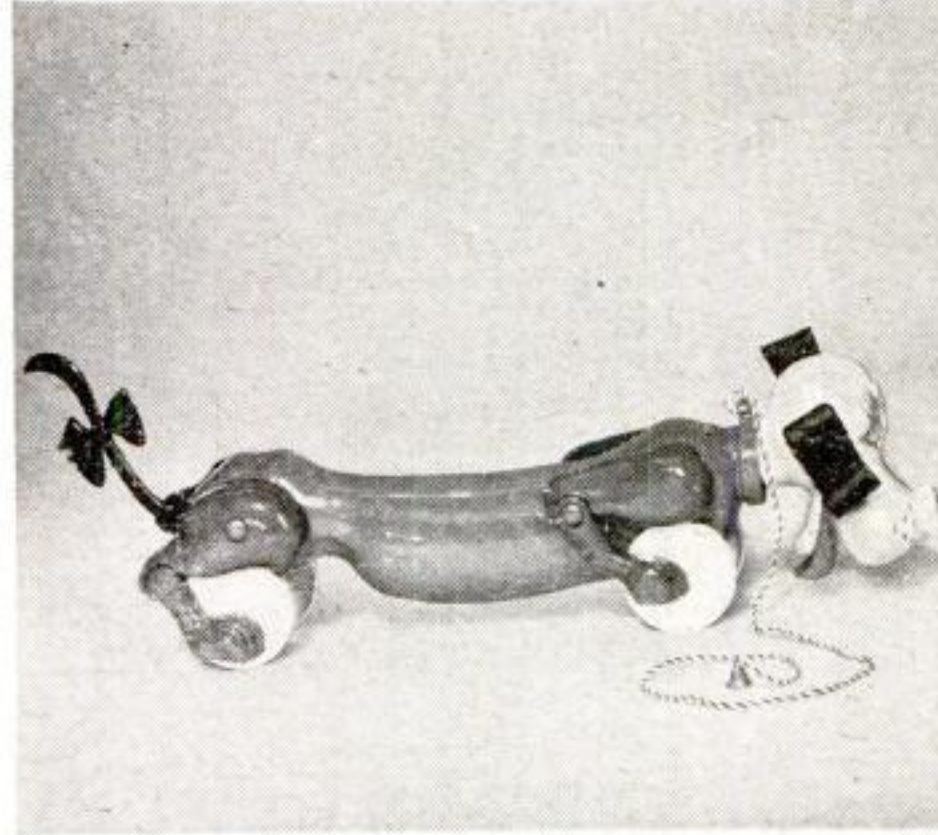
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'Needa TODDLES
the walking doll with the
"Magic Muscle"

Yes! Toddles really walks! A "magic muscle" actually gives life to her little legs! No winding, forcing, dragging. And her beautiful Saran hair can be washed, combed, set! Plastic head, vinyl arms and legs . . . exquisitely dressed. 22" high. About \$16.95.

UNEEDA DOLL CO. INC.
200 Fifth Ave.
New York 10, N. Y.



POOCHY

the pet-agree pup

The pup with built-in action! He jiggles and joggles, snoops and snorts, makes a cute growling noise. His legs are on wheels . . . and as youngsters pull him along, his ears wiggle, his tail wags. Smoothly molded of colorful plastic. Constructed for rugged play. \$2.49.

NOSCO PLASTICS
200 Fifth Ave.
New York 10, N. Y.



Model
ADAMS DIESEL ROAD GRADER

ONLY real, working Road Grader in toyland! Scaled in detail from actual machines! Collects sand and gravel, builds roads, levels construction site, cuts away hills. All steel, with three-way scraper blade, authentic rubber tires, yellow enamel finish. 26" long, \$13.95. (In 11 Western states, \$14.95).

C. W. M. DOEPKE MFG. CO., INC.
Rossmyrne, Ohio



Thrilling
60-Q ELECTRIC T. V. QUIZ

A brand new quiz idea! Approximately 100 illustrated questions, each with 3 possible answers to choose from! A red lamp flashes and a buzzer applauds, when you answer correctly. Sturdy red-enameled wood frame, 15 3/4" x 13 3/4" with Eveready battery—\$3.50.

ELECTRIC GAME CO.
Holyoke, Mass.



Renwal Real-Life
'TUGSY' TUGBOAT

It floats! It rolls! It's full of personality! and oh, how your youngsters will love Tugsy's face on front of the pilot house! Colorful, sturdy plastic, realistic in every detail . . . with bell, life boat, pull cord and anchor. Fun in water or on "land". 11" long, 7" high. \$1.69.

RENWAL MFG. CO., INC.
Toyland Park
Mineola, N. Y.



Toyland
OVERLAND FREIGHT TRAILER

"Child-conditioned" . . . to make Jr. feel like the best driver on the road! Retractable dolly wheels . . . 14 rubber wheels . . . floating tandem duals . . . trailer reinforced with 14 gauge stakes. High gloss blue cab, orange body, natural aluminum chassis. About 21" long. \$4.69 (\$4.98 West of the Rockies).

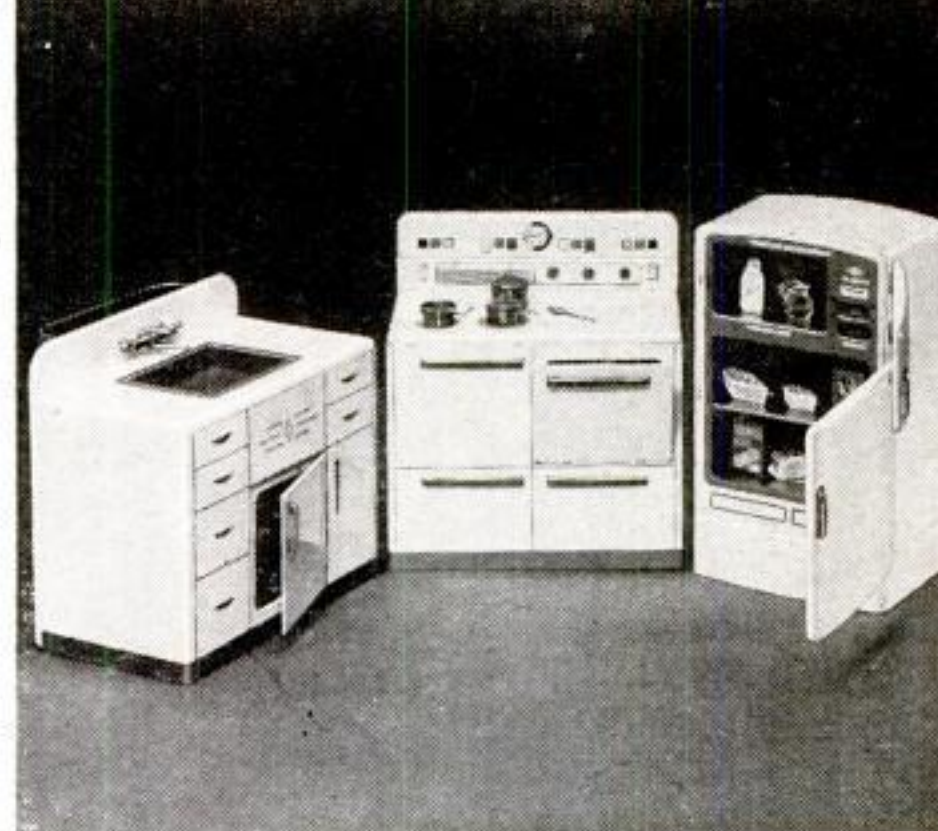
STRUCTO MFG. CO.
126 Powell Ave.
Freeport, Ill.



LITTLE COUNTRY DOCTOR
Visiting Kit

Appeals to every little "play doctor and nurse". Realistic plastic instruments — stethoscope to hear heartbeat, X-Ray Scope, uniform, otoscope, plastic thermometer, head reflector, spring-action hypodermic, and many more safe-for-children plastic playthings in sturdy doctor's carrying kit — \$2.00. Also, Little Play Nurse Kit for sister—\$2.00. Others from \$1 to \$5.

TRANSOGRAM CO., INC.
200 Fifth Ave.
New York 10, N. Y.



Wolverine
KITCHEN COMBINATION

Play-appealing, real life appliances! Made of heavy gauge metal with lithographed designs. Stove, 12" high, has hinged door, plastic push buttons that work, 6 plastic utensils. Refrigerator, 13 1/2" high, has two opening doors, 6 colorful food cut-outs, 2 plastic ice-cube trays. Sink 10 3/4" high—faucet starts and stops running water from reservoir in back. Set \$6.59.

WOLVERINE SUPPLY & MFG. CO.
Page and Fontella Sts.
Pittsburgh, Pa.

**These American-Made Toys are now
on sale at your local Retail Stores**

Or write Manufacturer for Name of nearest Dealer



(Continued on Next Page)



American-Made Toys

....for American Girls and Boys



all season game! 20 TO 2

Here's super entertainment for children and adults, indoors and out . . . loads of fun for 2 players! Sturdy folding board, 22 plastic ships, easy-to-learn rules, in a gay four-color box. \$2.00.

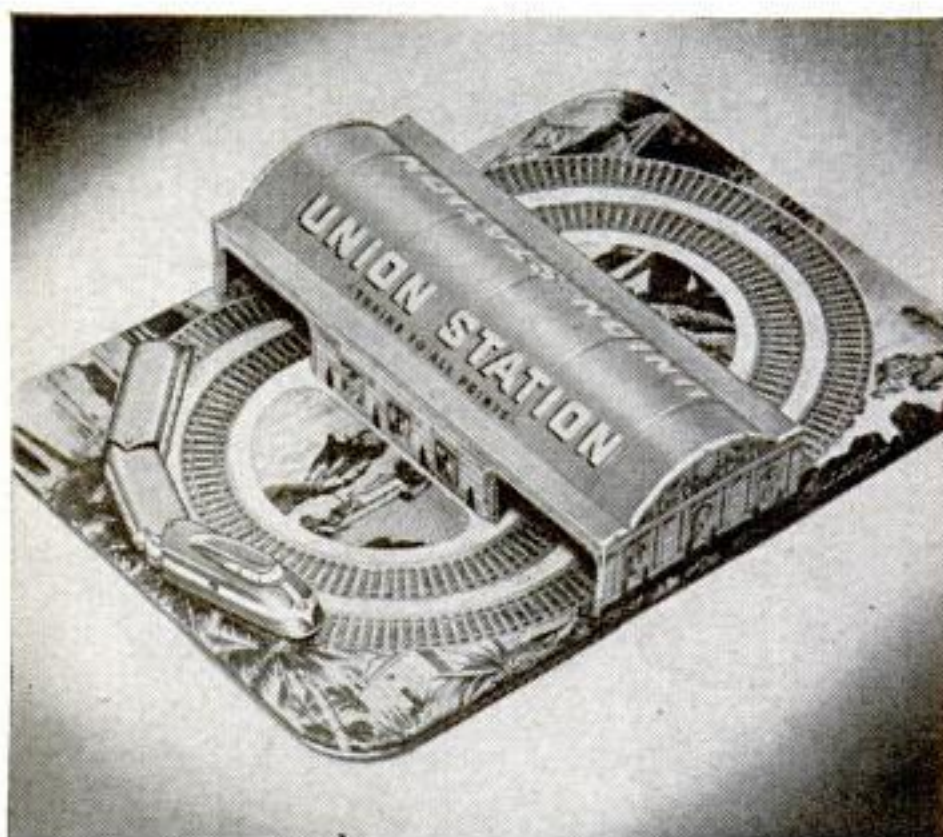
DEARBORN INDUSTRIES INC.
15105 Tireman Ave.
Dearborn, Mich.



LITTLE GIRL DOLL with washable human hair

A "little girl" your little girl will adore! Her human hair is rooted into her scalp. Not a wig . . . it can be washed, combed, curled. (Comb and curlers in handbag.) She cries, walks! . . . comes beautifully dressed . . . with face, arms, legs made of unbelievably flesh-like plastic! 28" tall, \$24.95. 22" tall, \$19.95. Also available with molded hair at \$19.95 and \$15.95.

FLEISCHAKER NOVELTY CO.
Venice, Calif.



"mystery train" disappears in... UNION STATION

A fascinating toy! Boys and girls spend hours watching train disappear . . . to emerge mysteriously from different exits of station! Three car, diesel-type train . . . with exclusive long-running futuristic motor. Sturdily constructed steel. Bright, beautiful colors. \$4.29.

AUTOMATIC TOY CO.
77 Alaska St.
Staten Island 10, N. Y.



Model HEILINER SCRAPER

Brand new! Model's authorized reproduction of famous Heiliner-Scraper! Scoops, hauls, dumps earth. Tows other toys . . . can be towed itself. All steel, with big rubber tires, brilliant red enamel finish. 29" long. \$15.95. (In 11 Western States, \$16.75.)

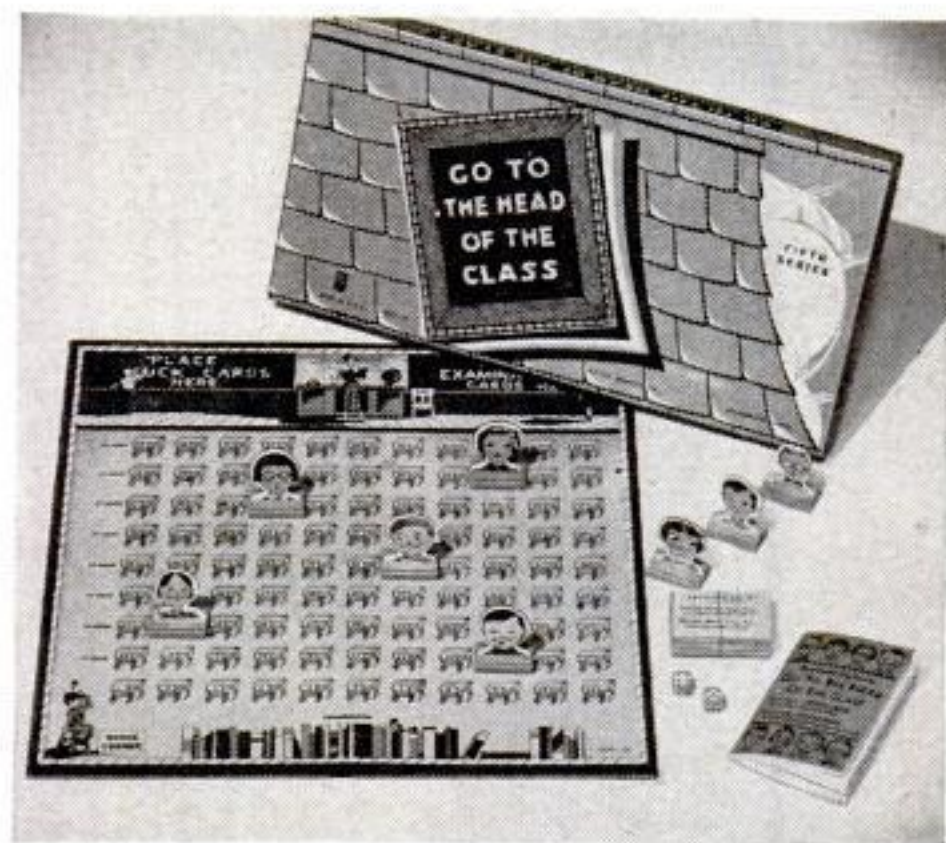
C. WM. DOEPKE MFG. CO., INC.
Rossmyrne, Ohio



ALGY Ideal's hypo-allergenic teddy bear

The safer stuffed toy for children allergic to "house-dust". Treated with DUST-SEAL, new scientific discovery that stops allergic irritations before they get started. A grand toy—and a safe toy for ALL children. Algy is soft and cuddly, with a lovable little face, a big satin bow. Comes in pink or blue. \$5.00.

IDEAL TOY CORP.
200 Fifth Ave.
New York 10, N. Y.



Know the answers? GO TO THE HEAD OF THE CLASS

A quiz game for the entire family . . . and so much fun to play! Questions and answers for young folks and adults. Advancement depends on knowledge, ingenuity, luck. (Better bone up! Youngsters who reach the head of the class, graduate before you do!) For 2 to 9 players. \$2.25.

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Springfield 2, Mass.



HOPALONG CASSIDY TELEVISION CHAIR

Sturdy enough for wild buckaroos! Seat, arms and back rest of washable, simulated black leather, white plastic bound . . . with Hoppy and Bar 20 design in red and white. Rivet-thru construction adds extra strength. New safe-lock prevents collapsing. Rich red-wood finish, with safe, rounded edges. 22" x 16", open. For children from 2 to 7, \$3.98. Larger sizes, \$4.98 to \$6.98.

TRANSOGRAM CO., INC.
200 Fifth Ave.
New York 10, N. Y.



HUFFY-CONVERTIBLE the 3-way bike

Fits the child sooner, and grows with him! Starts as a safe, easy-to-ride 4-wheeler with built-in riding step. When child learns to balance . . . remove extra wheels: Have a real 2-wheeler, with coaster brake, chain drive! Huffy-Convertible* wheels add fun in making trailer or pushcart. 16" wheel. For ages 3 to 7. \$39.95. (Slightly higher Denver and West).

*Trade Mark

HUFFMAN MFG. CO.
117 Gilbert Ave.
Dayton, Ohio

(Continued on Next Page)



Like real football! 67-F ELECTRIC FOOTBALL

All the excitement of football . . . all year round! Actual football plays are planned and executed, with electric mechanism controlled by 6 switches. Lamps flash in combination as teams press buttons to win. Set includes brightly lacquered wood frame, 15 3/4" x 13 3/4"; football, line markers, Eveready battery. \$3.50.

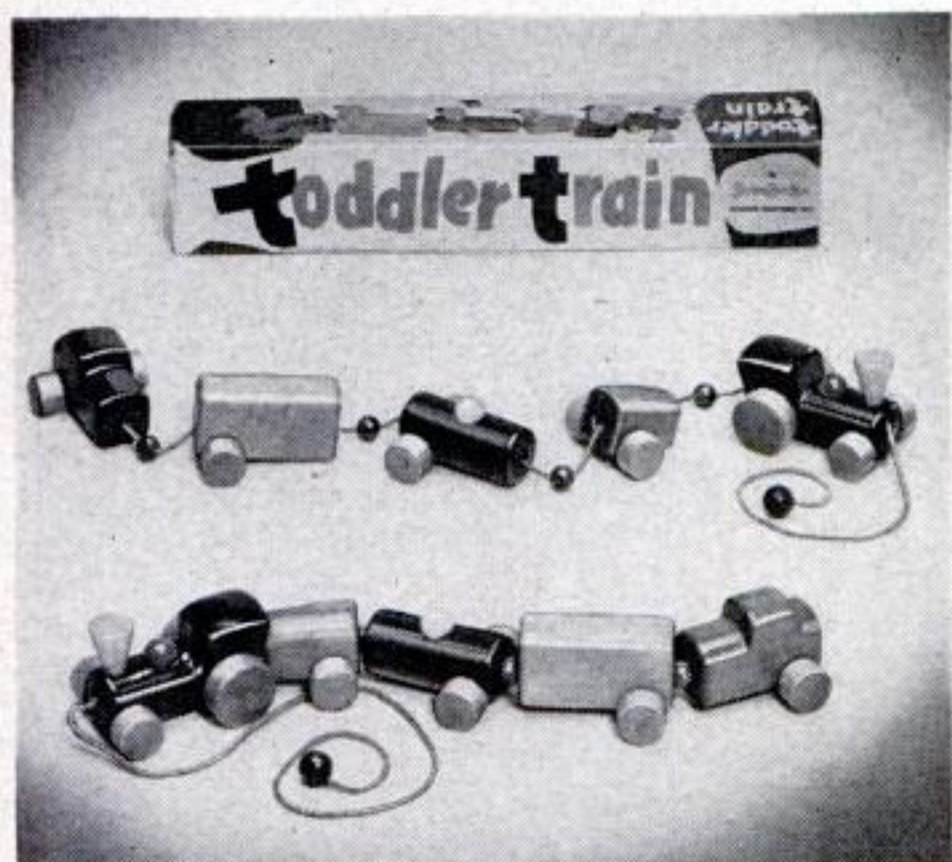
ELECTRIC GAME CO.
Holyoke, Mass.



Ideal's BLESSED EVENT DOLL

The only doll that pouts, puckers, yawns and opens her mouth to cry. She moves her lips as she kisses you; she nibbles your finger; you can change her expression. She comes dressed like a real baby, wrapped in a satin-trimmed blanket. \$12.00.

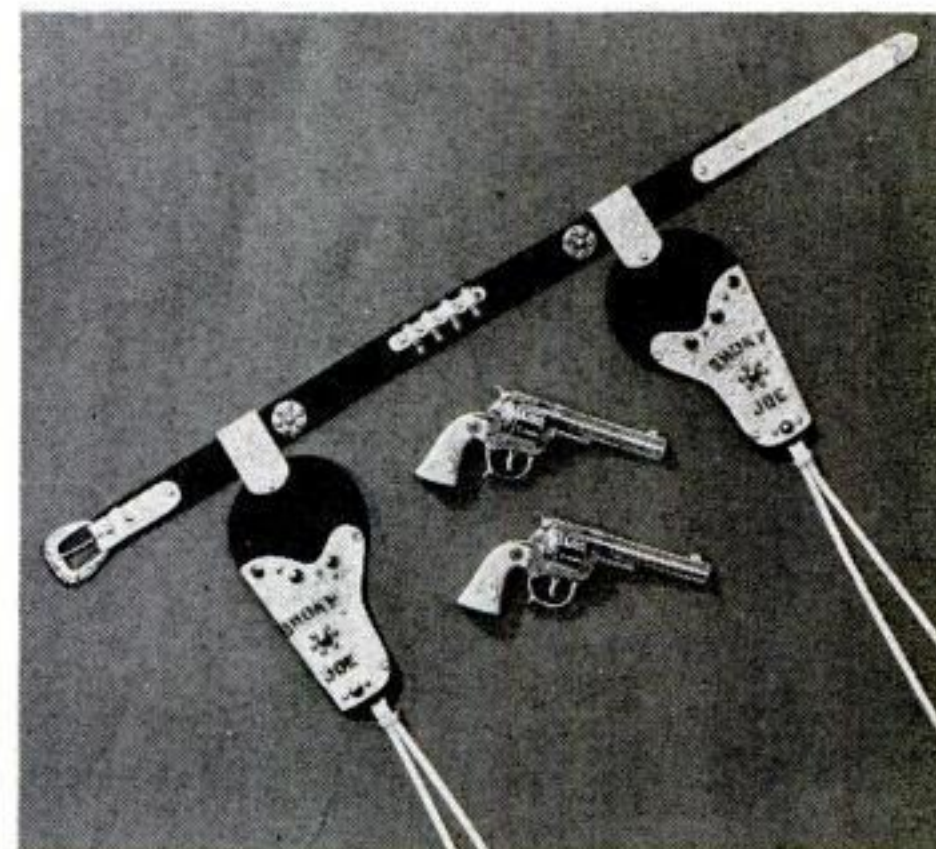
IDEAL TOY CORP.
200 Fifth Ave.
New York 10, N. Y.



Pull Toy TODDLER TRAIN

To enchant the youngest child on your list! Locomotive, tender, three cars . . . all strung together on a sturdy cord. No loose pieces, no sharp points. Smooth natural finish wheels attached with steel axles. Rich colors in harmless lacquer. 14" long, plus cord. \$1.89.

STROMBECK-BECKER MFG. CO.
Moline, Ill.



SMOKY JOE HOLSTER SET

Just right for young cowhands! Black and white holster of sturdy genuine leather with authentic western buckle, keeper and tip. Includes metal repeater pistols and 32-page "Smoky Joe" story book. Double set (as shown), \$4.95. Single set, \$2.95. (Slightly higher in West).

J. HALPERN COMPANY
810-814 Penn Ave.
Pittsburgh 22, Penn.



DOLL-E-NURSER 21 piece feeding set

Exactly what every young doll mother needs to keep her "family" well fed. Enameled sterilizing kettle and bottle rack, 6 bottles and nipples, formula measuring cup, funnel and spoon, bottle brush and nipple jar. Cunning as can be! \$2.29 (Slightly higher in the West).

AMERICAN METAL SPECIALTIES CORP.
Hatboro, Pa.



LINCOLN LOGS America's National Toy

Teaches history through play! This time-tested building set contains 131 wood pieces and 9 scaled metal figures including Indians, pioneers and dogs. Design book gives instructions for making log cabins, forts, block houses, wagons. No nails required — logs are interlocking, 3/4" diameter. Selected stained wood. For ages 5 to 12. \$5.50. Other sets \$1.25 to \$7.50.

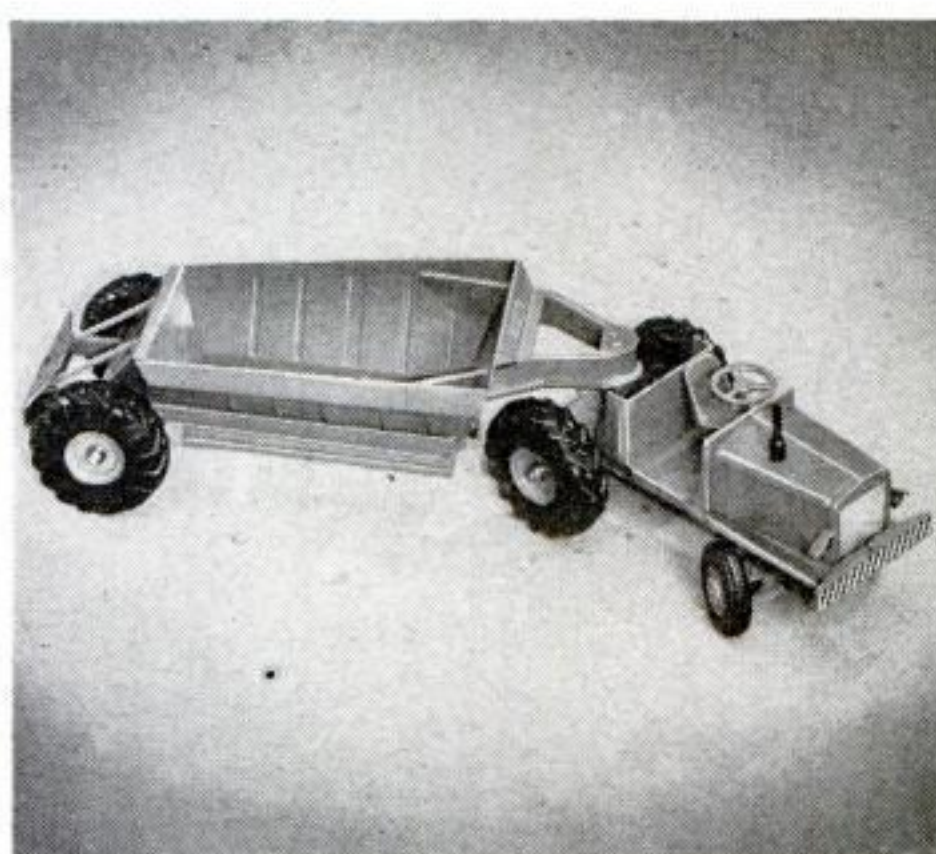
PLAYSKOOL MFG. CO.
1750 N. Lawndale Ave.
Chicago 47, Ill.



Practical WALCO CHARM CRAFT KIT

Everything youngsters need to make beautiful jewelry for personal use or gifts. 54 charms—in gold, silver, copper and other plated metallic colors; gold-finish metal chain, clasps, beads, thread, needles, jump-rings (enough for 3 necklaces and 6 bracelets). Illustrated easy-to-follow instructions. (Charms make wonderful costume decorations, too.) \$2.50.

WALCO BEAD CO.
37 West 37th St.
New York 18, N. Y.



Model EUCLID TRUCK

A masterpiece in miniature . . . actually scaled from mammoth Euclid "Bottom-Dump" truck! Hauls dirt over roughest ground. Tractor uncouples to tow other toys. All steel, with six famous-make rubber tires, steerable front wheels. Orange enamel finish. 27" long. \$13.95. (In 11 Western states, \$14.75.)

C. WM. DOEPKE MFG. CO., INC.
Rossmyrne, Ohio

These American-Made Toys are now on sale at your local Retail Stores

Or write Manufacturer for Name of nearest Dealer



FLEEING TO FREEDOM, Rukaj family crosses the mountain border from Albania into Yugoslavia. Father carried his child on his back while other members of the escaping party drove 100 head of sheep and cattle, their only means of livelihood.

LAND OF THE DEVIL

A reporter probes the closed border of Albania where despairing refugees tell of brutal terror ruling the Cominform's shakiest satellite nation

by FRANCIS NOEL-BAKER



FRANCIS NOEL-BAKER

AUTHOR COVERED 4,000 MILES

Son of the recent minister of fuel and power and a onetime M.P. himself, Francis Noel-Baker has had a colorful career as a journalist, including an interview (*LIFE*, Feb. 26) with the two Italian Communist leaders who publicly broke with the party and went into hiding. In order to write the following article for *LIFE*, he traveled 4,000 miles, most of them as close to Albania as any Western journalist can go.

If you questioned me for 100 months," the old man said, "you wouldn't understand what it's like to live in my country now." He shook his tousled gray head. "It's the land of the devil there, it's the land of the devil."

Thirty-six hours before, Sulo Duro had escaped from Communist Albania and made his way across the bleak mountain frontier into Greece. He had fled without a word to his family, and he doubted now if he would ever see them again. "The day I left," he explained, "the village party boss threatened to send me to prison. With me in prison, my wife and three children would have starved. Now, when it's known I have escaped, our house will be seized and they will be assigned to forced labor. There at least they may be fed." Seeing my puzzled look, he guessed the unasked question. "If I had tried to bring them over too," he answered, "we should all have been caught. It's a miracle I got over alive myself." Then he added defensively, "I told you you would never understand."

This was not the first story of this kind I had heard from a ragged, hungry, exhausted refugee. Escapes like Sulo Duro's are commonplace along the frontiers of Albania, Russia's smallest and most explosive satellite.

Albania today is a mystery to the free world and a major problem to



the Cominform. The size of Maryland and ringed by hostile neighbors ([see map, p. 139](#)), she has no normal contact with the West and is practically isolated even from the Soviet-dominated East. Communism came to Albania faster and more thoroughly than to any other postwar satellite, but her Red rulers now seem to be the least secure of all.

For five years hand-picked representatives of the Cominform have been the only foreigners admitted to Albania. Even when inviting them as fraternal delegates to official celebrations, Albania's rulers show a marked preference for Chinese, Mongolians and Asiatics, who are less likely than Europeans to be shocked by what they see. The only exceptions are two French and two Italian diplomats who are still tolerated in Tiranë. No other non-cominform government is represented there.

The four Western diplomats live and work in conditions fantastic even by Iron Curtain standards. The Frenchmen are restricted to an area of two square kilometers inside the town. Whenever they leave their legation building they are followed by a squad of armed police. If they talk to any private citizen he is automatically arrested and beaten up, usually in their sight or at least within earshot.

The French minister's car was once sabotaged, his driver shot. Last time he arrived at Tiranë to resume his duties, no one met him at the



airport and he spent two hours searching for a taxi. When his interpreters had all been jailed he asked the foreign office for a teacher to learn Albanian himself. They sent a "reactionary" woman relative of ex-King Zog who was regularly detained and questioned after each lesson. She soon begged to be dismissed. The Albanian government now no longer invites the French diplomats to any function, nor do the satellite missions have any contact with them. It usually takes them three days to make a phone call to the foreign minister's protocol department, and to arrange an appointment with an official takes two weeks. Last winter the French legation's heating plant was mysteriously blown up. The Frenchmen refused to quit, though the minister has now been withdrawn, leaving a chargé d'affaires and a legation secretary.

The Italians have slightly greater freedom of movement than the French but are subjected to the same general treatment. They too are determined not to quit. The Albanians will not formally expel these four men because their own legations in Paris and Rome are too valuable to them as centers for propaganda, contact with West European Communists and for spying on the Albanian groups in exile.

To probe the Albanian mystery and try to untangle some of the seeming contradictions of her present situation, I set out on a 4,000-mile

journey. It took me through Italy, Yugoslavia and Greece, along the whole length of the Albanian land frontier from Montenegro in the north to Epirus in the south, and briefly across the frontier. In many cases I cannot name the sources of my information. But they included ministers, diplomats and intelligence officers of six nations, free Albanian leaders in exile, and some hundreds of Albanian refugees. My journey began in Rome.

It was a hot July day and the sun glared down on the sidewalk outside No. 9 Via dei Villini in the sedate Nomentana district. Across the garden the shutters were drawn to shade the windows, and the tall, old-fashioned, stucco-fronted villa looked gloomy and deserted. Over the locked gates hung a metal plaque with a picture of a black heraldic eagle and the legend: Legation of the People's Republic of Albania. The plaque marks one of the two remaining points of communication between Albania and the free world. The other is the Albanian legation in Paris.

For three days I laid siege to No. 9 Via dei Villini. On the first day I got no farther than the gate, where a tough young Albanian guard gruffly told me to telephone next morning. No matter how many times I called, the legation's official number never answered. Each time I went back (the farthest I penetrated was to Marshal Stalin's portrait

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Tip-top! First rate! Best taste ever! Expect such compliments on your Old Fashioneds when you make them the delicious Southern Comfort way: 1 jigger Southern Comfort, 2 ice cubes, twist of lemon, dash of bitters, dash of water, slice of orange—and don't forget the cherry! Magnificent!

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SOUTHERN COMFORT
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ALBANIA'S ONLY CONTACT with Italy is the tramp steamer *Otranto*, which calls at a few Mediterranean ports. Cargo for Albania: diplomatic mail.

ALBANIA CONTINUED

in the dim, barely furnished waiting room) there was a different excuse. The guards to whom I talked refused even to sign receipts for letters. "We are not authorized," they said, "and the official who is, is away." I gave up and went to Bari.

Before the war the ancient seaport of Bari was one of Italy's chief points of contact with neighboring Albania. But today no cargoes cross the Adriatic. Bari as a port is dead. In a back-street cafe in Bari, I talked to two brothers who were members of the city's small Albanian colony. Many of their relatives are still in Albania, and they always had close contact with the other side. "But today, even in Bari," they told me, "we know nothing of what is happening at home. Until last year occasional groups of refugees escaped across the straits and brought us news. But that traffic has now stopped. The other coast is too well watched. The last time anyone from here had contact with Albania was when three Italian fishing boats strayed too near the other shore one night and were savagely attacked by patrol boats."

Only one Italian ship ever enters an Albanian port. Once a month, at the request of the Italian foreign office, an old 1,100-ton tramp steamer, the *Otranto*, sails to the Albanian port of Durazzo. On board is a courier carrying diplomatic mail to the Italian legation. Albanian police come aboard; the *Otranto's* crew members are not allowed to land. Since the service started last December only two passengers have gone ashore: one Albanian repatriated from Italy and a priest from the U.S. Neither has been heard of since. The only freight carried in the same period to Albania consisted of leftovers from the Soviet exhibit at this year's International Fair at Milan. It was mostly caviar.

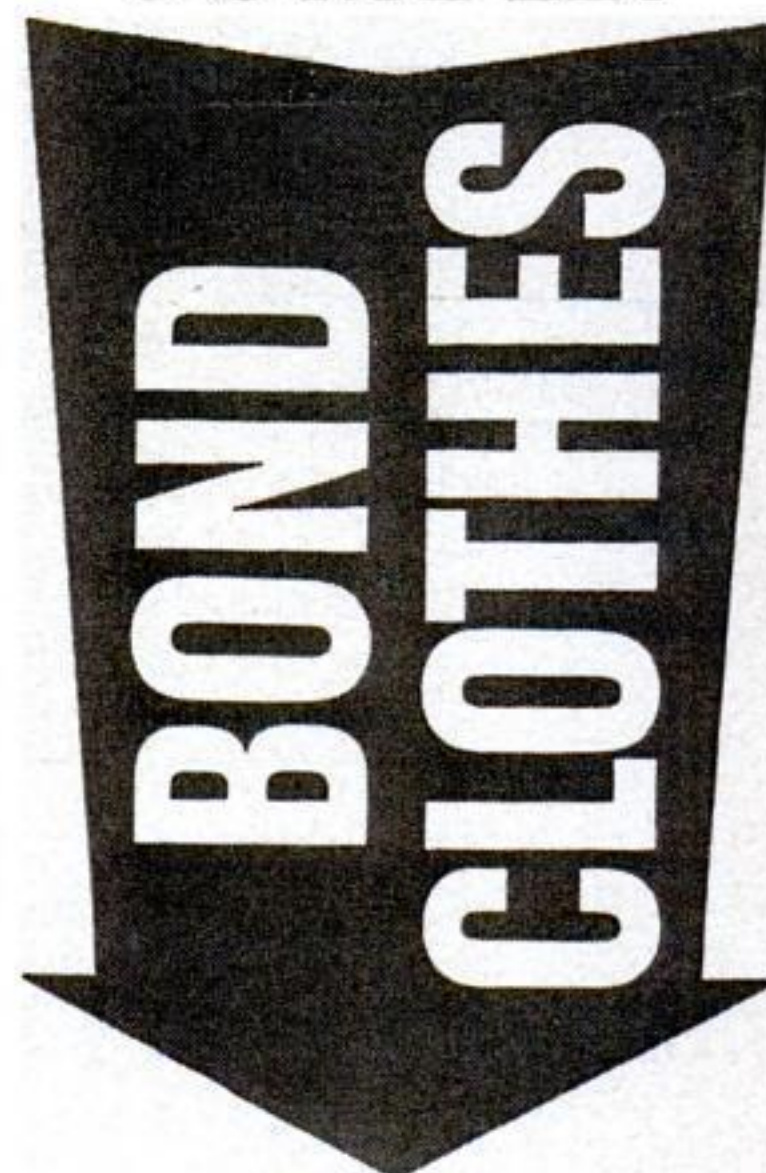
From Bari I went through Trieste where about every 20 days a small Albanian vessel loads odd cargoes from Czechoslovakia and Poland. Sometimes a Russian vessel sails around Greece, through the Dardanelles and into the Black Sea. Very occasionally one goes through the Straits of Gibraltar to Danzig in Poland. In the last six months Albania's Black Sea traffic averaged five ships a month, many of them Russian tankers carrying petroleum from Albania's oil fields to refineries in the Soviet Union. Others took ores, olive oil and wool. And an eyewitness told me that he saw corn grown in his local village loaded for shipment to Russia at a time when the villagers themselves were eating sour roots.

And what does Albania get in return? The Albanian press and radio are constantly expressing gratitude for Russian aid. But in fact the little that the Russians send consists mostly of plant machinery, obsolete and worn but repainted to look new. Evidently this is established Soviet practice. The Yugoslavs, before their split with Moscow, had precisely the same trouble and showed me antiquated equipment they too had been sent from Russia.

One plane a week

THERE is one other Albanian route to Russia. In Belgrade you can watch the weekly arrival of the solitary Russian plane that still has transit clearance for Yugoslavia. All Albania's other air links with the outside world have now been cut. The Yugoslavs allow this one aircraft, a two-engined Ilyushin 12, to fly from Moscow to Tiranë across their country because it brings them mail from

GRID ACES FUMBLE!



at Bond stores in these cities

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Buffalo, N. Y.	New Haven, Conn.
Chicago, Ill.	New York, N. Y.
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Clayton, Mo.	Oak Park, Ill.
Cleveland, Ohio	Oklahoma City, Okla.
Columbus, Ohio	Omaha, Neb.
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Dayton, Ohio	Philadelphia, Pa.
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**Factories in Rochester, N.Y.
and New Brunswick, N.J.**

*Bond Agencies are available to leading retailers in good locations. Inquire: Bond's, Dept. F, 3 W. 35 St., N.Y.C.

CONTINUED ON PAGE 139

GRID ACES FUMBLE!

"What would you pay for a suit like this?" asked Chuck Conerly, N.Y. Giants' football star. 91 football players inspected fabric, fit and workmanship of this Bond 'All-American' sharkskin... Average price quoted was \$65... Bond's actual price is only \$53.75

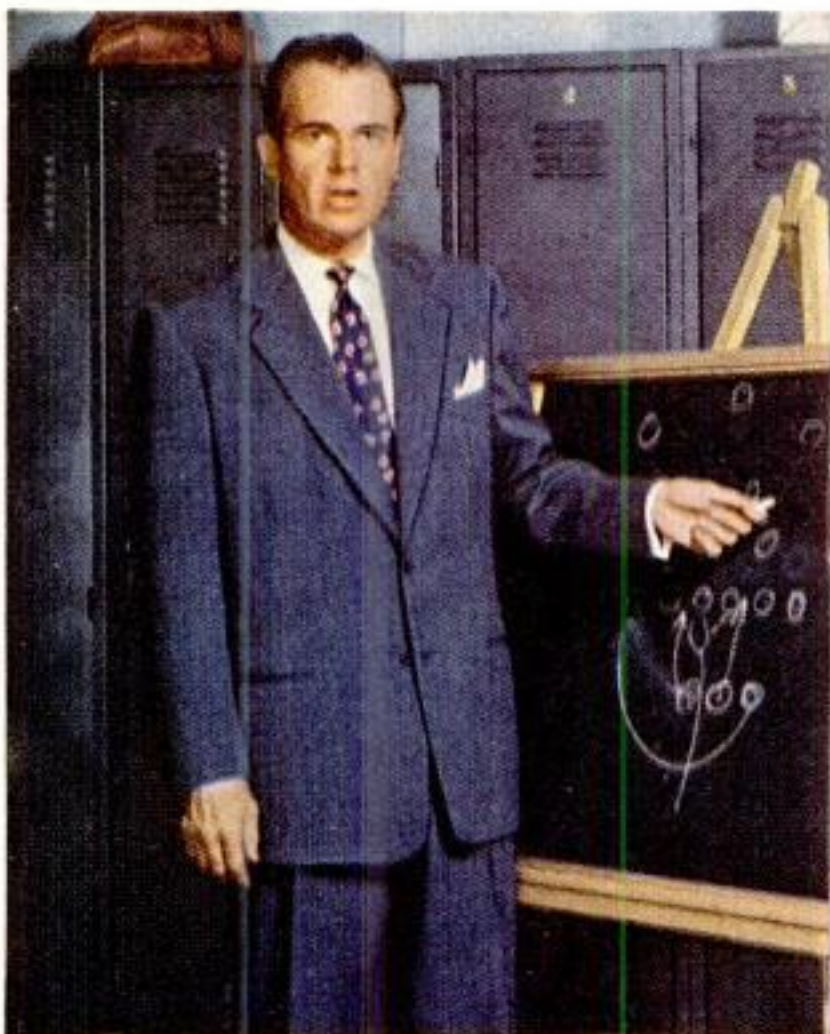


Fan-favored prices. Bond's maker-and-retailer-in-one teamwork cuts out wasteful extra costs—saves you plenty! That's why Bond Stonehaven Sharkskins are only **\$58.75**



Trick play. Here's Chuck Conerly, ace N. Y. Giants quarterback, in his 'All-American' Sharkskin Suit. Other football players were asked what they would pay for one like it. They checked it

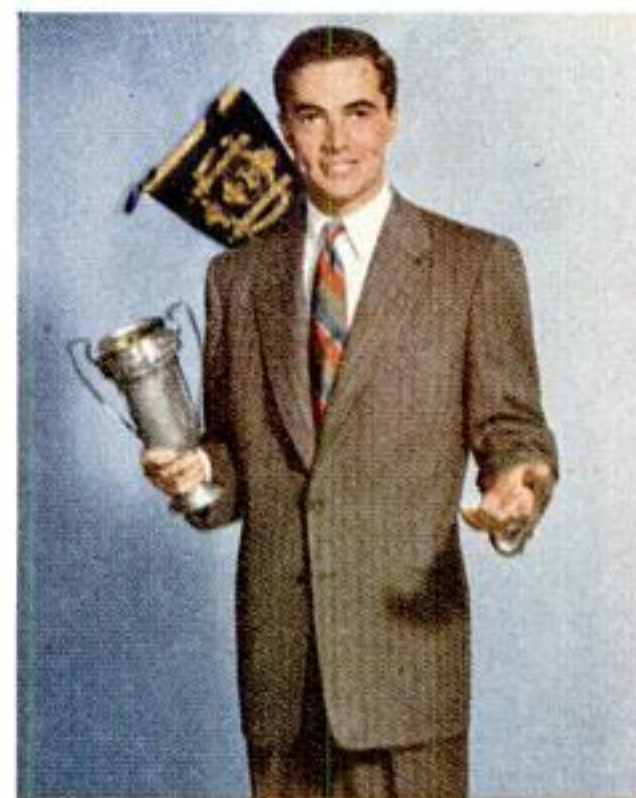
as carefully as an opponent's lineup. Only thing not revealed was the maker's name. \$75...even \$85 was quoted. Actual price of this Bond 'All-American' Sharkskin, only **\$53.75**



Star woolens. Bond scouts the nation's top woolen mills for the best fabrics...and gets them! Hard-to-beat, two-fisted pure wool worsteds like this Bond Tickweave Sharkskin costs you only **\$58.75**



Extra points. 240 sizes and shapes insure perfect fit...first string line-up of models and patterns score every time. This Bond Spartan Sharkskin, just **\$53.75**



Big League tailoring. The Rochester workmanship in a Bond suit rates with tailoring experts. Keeps these Bond suits in top condition season after season. This Herringbone Sharkskin, **\$63.75**

Because BOND is both maker and retailer in one... from coast to coast you get the most at

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For Bond Store or Agency nearest you, write Bond Clothes, Fifth Ave. at 35th St., New York 1

More men wear Bond clothes than any other clothes in America!



...of course,
it's electric!

NOW! PICK YOUR COLOR...DIAL YOUR WARMTH
for the most restful sleep you've ever enjoyed

Westinghouse Bed Coverings

You'll wake up feeling like a million dollars when you sleep under the featherweight, relaxing warmth of either a Westinghouse Automatic Electric Sheet or Blanket. Never too cold, never too warm, the whole night through you'll have just the degree of warmth you like best, *automatically*. And safely, too... all Westinghouse Bed Coverings are listed by the Underwriters' Laboratories, Inc. See them now, at your retailer's. Whichever you choose... Sheet or Blanket... you'll enjoy sleep-comfort at its best. So will those lucky folks who get them for Christmas. Westinghouse Electric Corp., Mansfield, O.

NEW ELECTRIC SHEET

Now in *four* beautiful colors... maize, blue, pink, snowy white. Made of luxurious, mercerized broadcloth that launders easily as any sheet. All electric parts are sealed against moisture. Can be packed easily in overnight bag. Has Single or Dual control, exclusive Control Hanger.

NEW ELECTRIC BLANKET

No other top covering needed. Made of best quality blanket material, soft and fleecy. Three decorator colors... rose, blue, green... with luxurious rayon satin binding to match. Fits double or twin bed. Single or Dual control can be mounted on bedrail with Control Hanger.

Look to WESTINGHOUSE for TV's Top Entertainment... Exclusive Telecasts of Outstanding COLLEGE FOOTBALL GAMES... plus WESTINGHOUSE "STUDIO ONE" every week

Give Electric Housewares... First Choice for Every Gift Occasion

YOU CAN BE **SURE**... IF IT'S **Westinghouse**



AUTOMATIC CONTROLS... maintain selected warmth... can be mounted on bedrail.

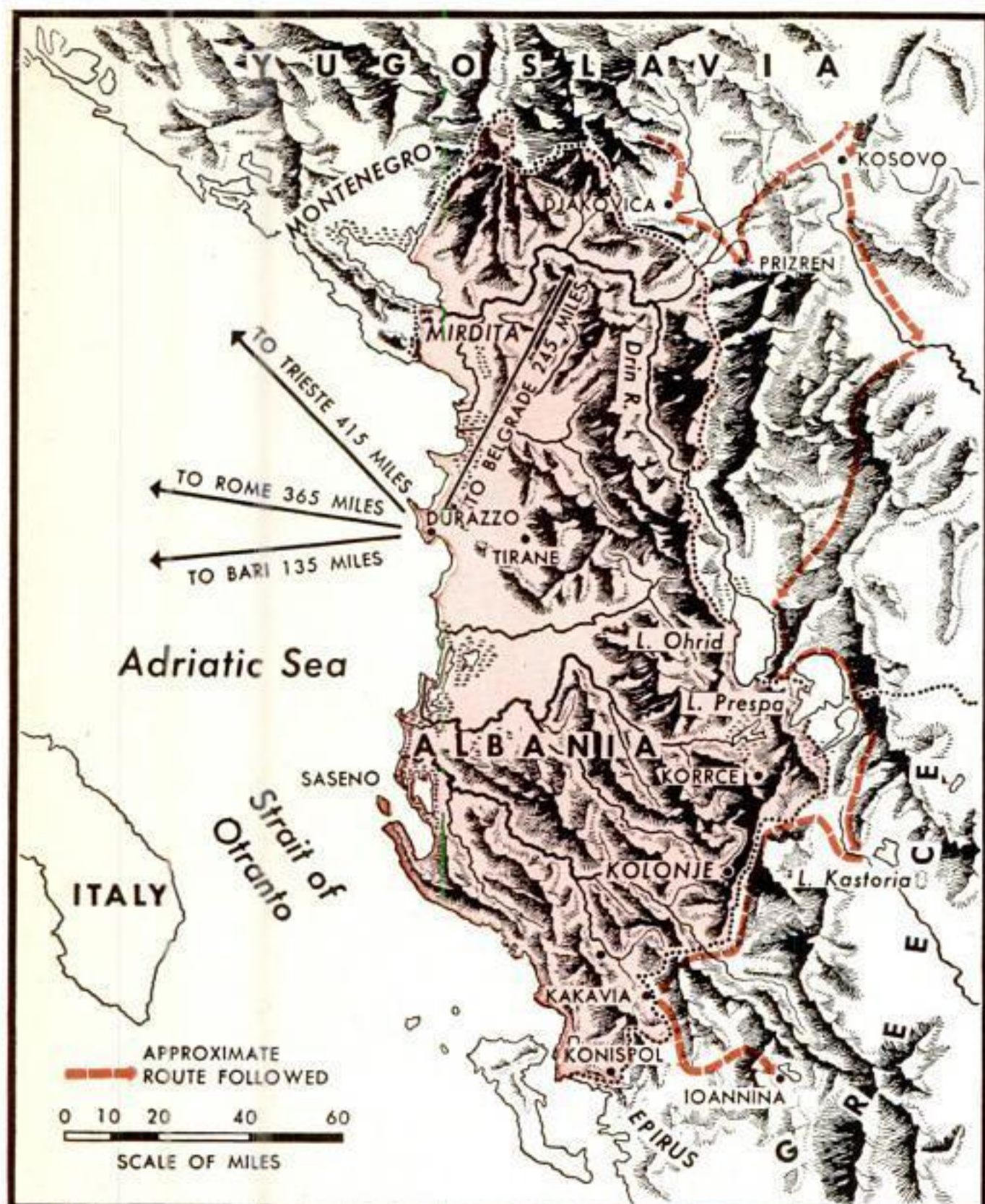


ELECTRIC SHEET IN FOUR COLORS. Maize, blue, pink, white to fit any color scheme. Single, Dual control.



ELECTRIC BLANKET. Decorator shades: evening rose, sapphire blue, emerald green. Single, Dual control.





ISOLATED ALBANIA has no common border with a Red satellite. Dotted red line shows general route Noel-Baker took to interview Albanian refugees.

ALBANIA CONTINUED

their beleaguered embassy in Russia. Few passengers use the service and its freight is mostly diplomatic bags and Russian propaganda.

Today this plane and this vessel are Yugoslavia's only official contact with Albania. Yet until 1948 it was to Belgrade rather than to Moscow that the Albanian Communists looked for help and guidance. The Albanian Communist party was first put on an organized basis in 1941 by the Yugoslavs, and throughout the Axis occupation of the Balkans, Tito had close contact with the Albanian partisans. For four years after the German troops withdrew in the fall of 1944, Albania was the satellite of a satellite. The Yugoslav government sent in hundreds of advisers, provided yearly credits totaling more than half of Albania's national income, and established a customs union and interchangeable currencies. For all practical purposes, the 260-mile Yugoslav-Albanian border ceased to exist. But this cooperation did not run smoothly. By 1947 the Yugoslav government had become bitterly aggrieved with the Albanian premier, General Enver Hoxha, and many of his colleagues. The sentiment was evidently mutual for, as soon as Tito split with the Cominform in July 1948, the Albanian leaders quickly sided with Russia, and a new Iron Curtain then came down between the two countries.

In Belgrade I talked with the acknowledged Yugoslav expert on Albanian affairs, Vladimir Dedijer, a former partisan colonel and close associate of Marshal Tito. "Albania was a terrific strain on our economy during the period of cooperation," Dedijer told me. "Even if we wanted to, we couldn't take on a new burden of that kind now. We have enough problems of our own with our five-year plan."

But there was an even more compelling reason to show caution, Dedijer explained. "Stalin has reserved a special role for Albania," he said. "He plans to use her as a pretext to hide Russia's own intentions regarding Yugoslavia." Dedijer was referring to the possibility that Stalin might use alleged Yugoslav threats to Albanian independence as an excuse to launch a Balkan war. "In these circumstances," said Dedijer, "our policy is to avoid any kind of action in Albania. We have no intention of playing Stalin's game."

But, despite this official hands-off policy, the Yugoslav government is, in fact, taking a close if unobtrusive interest in Albanian affairs. They cannot do otherwise, for in the Kosovo-Metohija district of Yugoslavia live some 800,000 Albanians, as against only 1.2 million in Albania itself. This means that two out of every five Albanians are Yugoslav citizens. Albanian nationalists have long

CONTINUED ON NEXT PAGE



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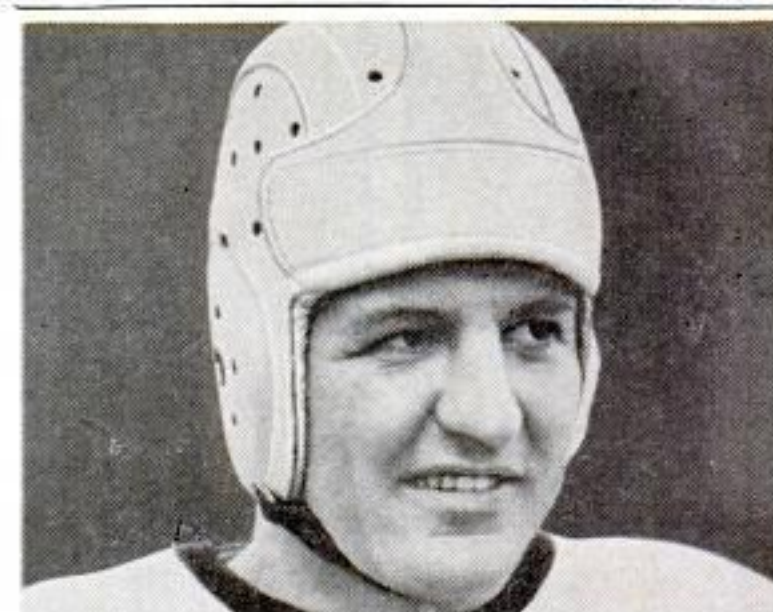
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PUPPET AND MASTERS meet in Moscow as Hoxha (right) makes a public appearance with Stalin (left) and Molotov during a trip he made in 1947.

ALBANIA CONTINUED

dreamed of uniting all these people into a single state. Their dream was actually realized during the Axis occupation and lasted for two years, until 1944. Then, with the withdrawal of the Germans, the old prewar frontier was re-established.

Today that frontier runs 10 miles west of Prizren, a little, red-roofed frontier town where mosques with their tall, slim minarets outnumber the squat-domed Byzantine churches, reminders that Albania was part of the Turkish empire for five centuries until the eve of World War I. Before Albania first won her independence in 1912, Prizren was the center where the liberation was planned and plotted. In May of this year, the Yugoslavs, recalling these heroic associations, staged a congress of Albanian refugees in Prizren and set up a Free Albanian Council there. But since then, until my journey, no foreigner had ever met a member of this council, and the Yugoslav government had been reticent about its aims and work.

There was little reticence, however, in my talk with Lutfi Spahiu, the first member of the council whom I saw. Slightly built and not yet 40, Spahiu had the grave dignity and self-confident manner of the Balkan mountaineer. We met in the office of the Prizren town committee and later moved to the town's main tavern where we continued our discussion over tiny bottles of Raki.

"Our council was created with the aim of liberating Albania," Spahiu told me. "That is our only purpose, and we mean to achieve it as soon as possible. Since the council was elected on May 10 we have completed the preparations for our work. We have been given freedom to work and every assistance by the Yugoslavs. We want all Albanian exiles to be united. But we have no political objectives and among the other exiled groups we see some whose political aims we distrust." This was a reference to Albanian exiles in Italy, a section of whom is now in close contact with the Italian government, and perhaps also to some members of the Albanian National Committee based in New York and Rome.

Spahiu himself is no Communist of any kind. His past record shows no leaning towards either Tito or Stalin. With the exception of the president, a former schoolmaster from the Lake Prespa region, none of his colleagues on the Prizren Council has ever been associated with the Yugoslav Communist party. They were chosen, it seems, mainly for their connections inside their own country. Several of them might be open to charges of wartime collaboration with the Axis. For a time Spahiu himself served as prefect of Prizren during the German occupation. He then spent two years in a Tiranë jail. He told me that he had escaped to Yugoslavia in October 1948, after an attempt had been made to assassinate him.

With its headquarters right on the frontier, the council is well sited for its work. Until the closing of the frontier three years ago Djakovica, 20 miles north of Prizren, was a thriving market center for Albanians from the nearby mountains. Now its traders serve only the plainsmen from the Kosovo-Metohija province. Most of the shops are closed, and the streets are silent and almost deserted.

The morning I arrived at Djakovica a party of 27 refugees surrendered to Yugoslav frontier troops nearby, after a four-day journey across the hills from Puka in the center of North Albania. On their way they had crossed the swirling Drin River on inflated goats' bladders, and had fought a half-hour gun battle with an Albanian

CONTINUED ON PAGE 142

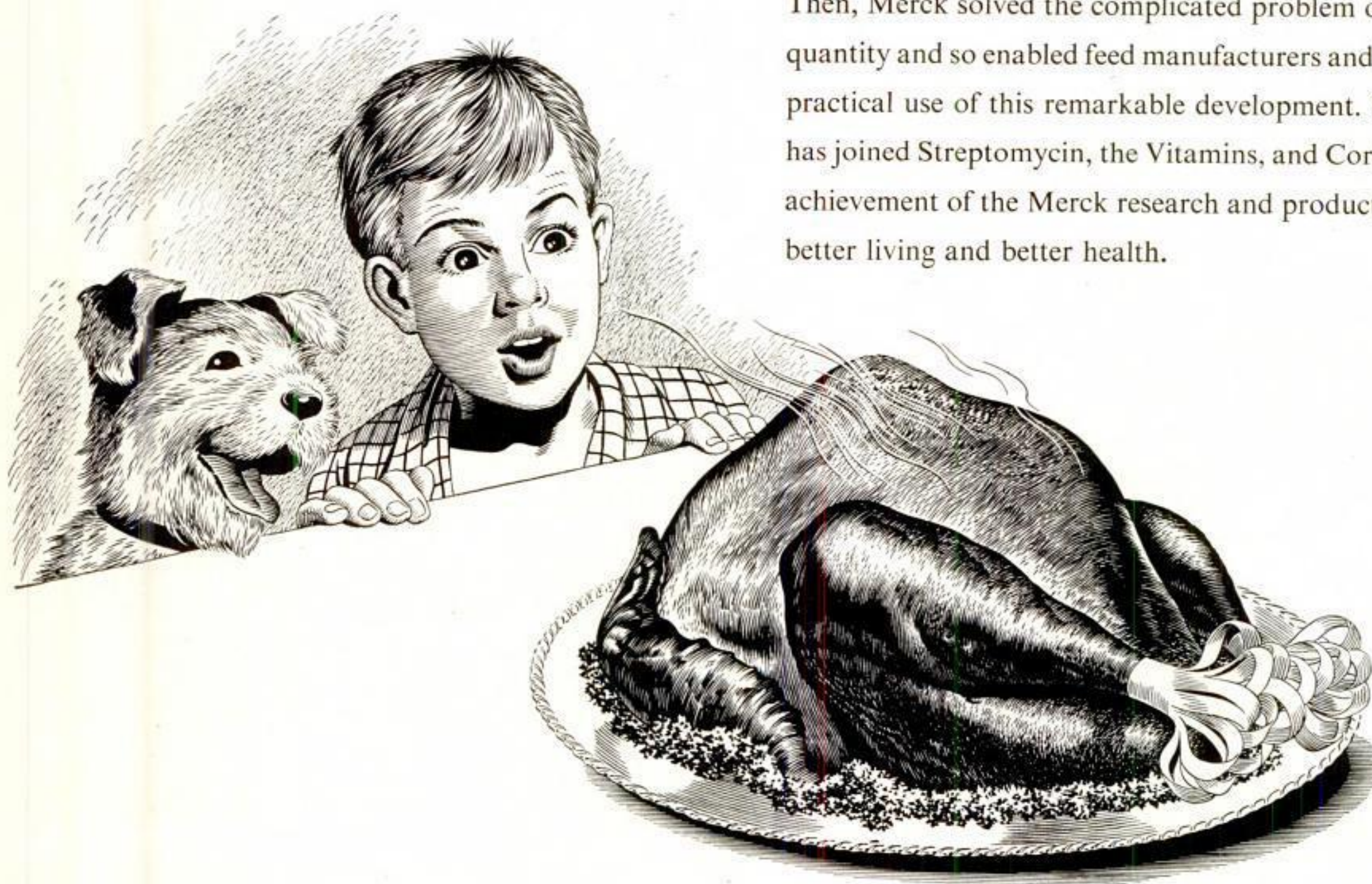
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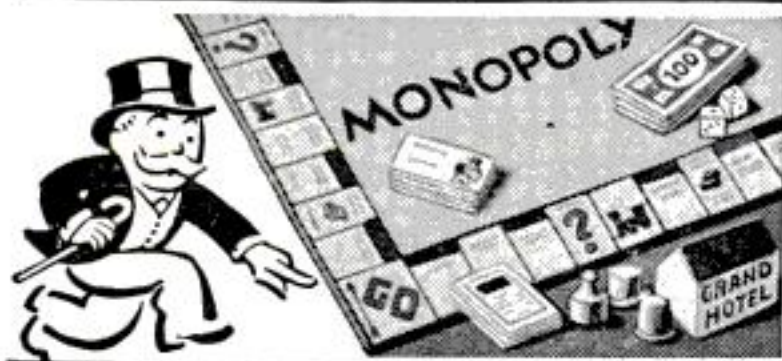
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ALBANIA CONTINUED

patrol. Famished and exhausted, they were now resting at a Yugoslav army reception center where, after being clothed and fed, they would be screened and then resettled among the minority Albanians in Yugoslavia.

"Escapes like these," a young Yugoslav major of the Udba (the security force) who is in charge of that sector of the frontier told me, "are a routine affair." In the past three months, 60 groups had crossed over in his area alone. And now the number was increasing even more. "You see, it's harvest time," he explained, "and each year more peasants find themselves in trouble. The Albanian state makes them surrender such large quantities of their produce that often they exceed the total yield of a farmer's land. So there is really no choice but to come out. But," he added, "that's not so easy as it sounds. The Albanians have mined sections of the border, and the penalty for illegal escape is death. People in the frontier zones are told too that we jail or shoot all Albanians who surrender to us. So it takes some courage to come out."

Confirmation of the major's story came from many refugees I interviewed—peasants, soldiers and army officers, teachers, engineers and technicians, local officials and even some Communist party members. They spoke of a desperate food shortage, runaway inflation, empty shops, meager rations, and an ever-present fear of arrest, imprisonment or deportation.

Typical of the peasants was a middle-aged farmer from a village in South Albania near Konispol on the Greek border. He had left because his wheat crop had failed and he was 240 pounds short on his compulsory delivery to the local collecting center. "Albania has always been a hungry country," he said. "Today it's a land of famine." Actually agriculture has been the Albanian government's biggest failure. The drive to collectivize the land was officially halted last May because of peasant opposition, exactly one month after a triumphant declaration from Tiranë had described its great success. As in all the other satellites, food production is steadily falling.

Starvation on \$100 a month

A YOUNG engineer from Tiranë maintained that life for the townspeople was worse than in the countryside. As a skilled worker he earned good wages, but black-market prices were so high and the rationing system so uncertain that even on 5,000 lek a month (\$100 at the official rate) he could hardly manage to exist.

The total prison population of Albania was reckoned by the former inmates at between 10,000 and 15,000. And the labor camps throughout the country hold many thousands more. The single camp at Tepelene in South Albania is said to hold 8,000. The rate of deportations was speeded up this year. In the month of April, 300 complete families were evicted from their homes in Tiranë.

"Rrojnë si në Amerikë" is a common Albanian saying. Literally it means "they live as though they were in America"—in other words, they have a good time. That was the phrase used by a former schoolteacher from Tiranë to describe the Russians in his country. They have their families with them and keep Albanian servants. They are well dressed, spend freely and, like the local top party members, have the use of special shops. "For six years," the schoolteacher said, "they have also been buying up clothes and furniture and household goods from impoverished Albanians. Now most of us have nothing left to sell."

In recent months, Enver Hoxha, 43-year-old former schoolteacher who became prime minister in 1944, has been overshadowed by his vice premier and minister of the interior, Mehmet Shehu, who controls the police, the frontier forces and the security service. Mehmet Shehu is a former officer cadet in King Zog's prewar Albanian army. Cashiered, he served in the Spanish Civil War and became a partisan major general during the Axis occupation. He has since paid a series of visits to Moscow and is now credited with being the one Albanian the Russians really trust.

Today the Russian advisers total somewhere between 500 and 1,000. This number is far smaller than most estimates published in the Western press. It is one of the clues to current Russian policy in Albania. The Russians seem to have written off Albania in the event of an open conflict in the Balkans. There are no Soviet troops there and no warships. Nor are there any bases which could be used in war. The World War II submarine station at Saseno no longer exists. An eyewitness who had lately been there told me that today Saseno does not even have a serviceable quay.

Swelling the flow of refugees crossing into Yugoslavia and Greece is a steady trickle of deserters from the Albanian army, officers as well as enlisted men. They told me of low morale, stringent security precautions, bad pay, poor equipment and worry about families at home. Most army units now have Russian small arms, though

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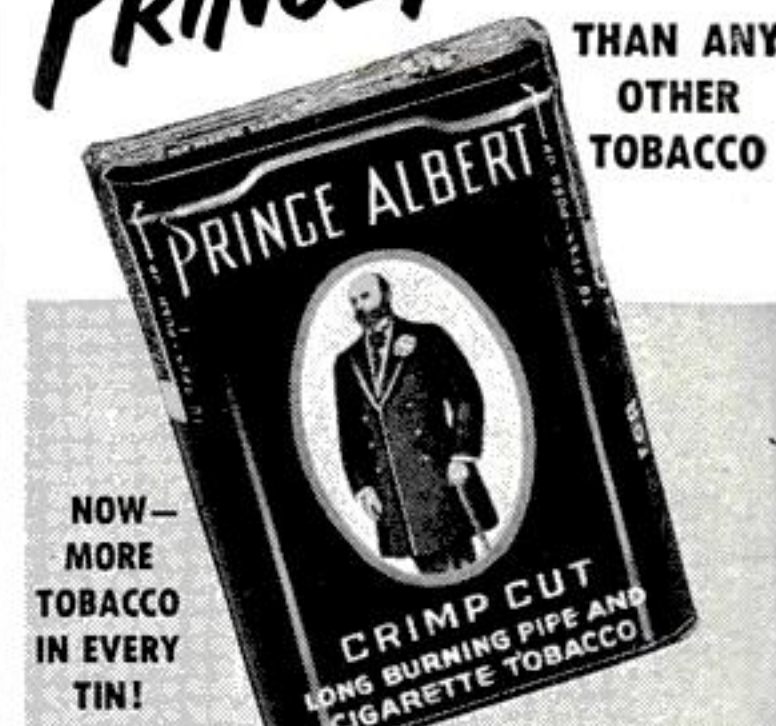
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PHOTOGRAPH BY KARSH OF OTTAWA

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HANDWRITING ON THE WALL of an Albanian army post illustrates the break with Yugoslavia. Top line reads: "People's Republic of Albania." Bottom line: "Long live Enver (Hoxha), Stalin, Tito." The Tito has been rubbed out.

ALBANIA CONTINUED

the frontier guards still use captured German rifles. There are also from 10 to 30 Russian T34 medium tanks, a handful of MIG fighters (estimates varied from two to seven) and some Russian motor transport. Against a modern invading force, this army would be useless. But, supported by some 10,000 black-uniformed *Sigurimi* (the security service), it is, for the moment, enough to maintain internal security in most of the country.

The elite of the Albanian troops are the frontier guards. They are carefully selected and have special rates of pay. I saw a number of them, both on duty on the border and after they had deserted. But their disheveled, ill-matching drill uniforms and boots made from old motor tires made an especially grim contrast with the smart and well-equipped Greek soldiers who watch them across the demarcation line.

Along its western end the Greek-Albanian border follows a specially erratic route, dropping from mountain ridges down into open valleys, crossing watercourses and roads with no apparent regard for geographic features or strategic needs. At one place a village in Albania has most of its fields in Greece, so that the inhabitants can now no longer till their land. At another, the line winds down the slope of the foothills so crazily that I and my Greek guides were onto Albanian soil without knowing the exact point where we had crossed over.



NEW BOSS is reported to be the vice premier, Mehmet Shehu.

My last visit to the frontier was at Kakavia in South Albania. In normal times the road through Kakavia carries a very heavy traffic between the towns and villages of South Albania and northwestern Greece. From 1946 until 1949 it was a main supply route for Cominform aid to the Greek Communist rebels. That fall 20,000 of those rebels fled for refuge into Albania. Now nothing passes. The customs posts stand derelict and deserted. It is, in fact, the sole remaining point of contact between Albania and Greece. But the Albanian guards have orders never to speak, and sullenly turned their backs when I called greetings to them. Some months ago observers of the U.N. watching the border for incidents sought a meeting with the Albanian frontier officials at Kakavia. They crossed the border but could not find a single Albanian. So they placed a message on the concrete pillar which marks the actual demarcation line. A few days later the wind blew their paper into the bushes on the Albanian side. So far as anybody knows, it was never picked up.

As I went back down the hill from Kakavia, we passed a large black dog lying in the sunshine in the middle of the road. "Don't go too close," my companion, a Greek army captain, warned me. "She may think you're an Albanian, and then God help you." Then he told me the story of this dog. Originally she had belonged to one of the Albanian guards. One day, finding her rations meager, she crossed the border to the small Greek barracks, where the soldiers fed her. Gradually this became a habit. Some weeks later,

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ALBANIA CONTINUED

finding her Greek friends asleep, she stole a loaf of bread and slunk back with it into Albania. The Greek sentry in his small fort overlooking the Albanian guard post saw what followed. A free fight broke out among the Albanian guards, each trying to grab the largest piece of bread. Finally a warrant officer drew his pistol, fired at the dog, but missed. She promptly fled for refuge into Greece. "Now she's the most useful refugee we've ever had," the captain said. "She's been in service with our troops ever since, and never fails to warn us of Albanian patrols who have strayed across the border, doing her best, whenever she gets the chance, to bite as many Albanians as she can. "But," he added, "she shows a wonderful respect for the frontier."

Though no coordinated large-scale opposition movement yet exists inside Albania, there is perhaps more active resistance in proportion to the population than in any other country behind the Iron Curtain. All the evidence I could find showed that there are probably more than 1,500 armed men, organized in small independent groups in the Albanian mountains. Most of them are in the Mirdita region in the north, but there are other bands throughout the country. Behind these men are thousands more Albanians, with hidden arms, waiting for a general rising. But, as things now are, such a rising will not take place.

"To overthrow Enver Hoxha," said a prominent Albanian exiled leader I saw in Athens, "would not be so very difficult a task. But for several reasons the time is not yet ripe."

This was polite evasion. Both he and I knew what the "several reasons" are. At present those governments with an interest in seeing Albania's Communists overthrown and a new chink opened in the Iron Curtain are running mutually irreconcilable policies which only result in bolstering Enver Hoxha's tottering regime. It is no secret that anticominform activity, directed from abroad, is going on inside Albania today. Regularly Tiranë radio reports arrests and trials of captured agents sent, it claims, from Italy, Yugoslavia and Greece. Regularly, too, the Albanian government protests against planes that drop propaganda leaflets. But in these mysterious operations there is no coordination. The Yugoslavs, despite their public protests against interference in Albanian affairs, are still suspected of long-term plans to absorb part or all of Albania into the Yugoslav federal state as a seventh constituent republic. The Italians harbor hopes of re-establishing their influence on the eastern shore of the Adriatic. The Greeks formally and publicly lay claim to Albanian territory across their northwestern border. Meanwhile the Americans and the British are officially silent.

In these conditions it is easy for Albanian Communists to tell their people that all their neighbors, under the influence of the U.S. and Britain, are conspiring against their country, and that only Enver Hoxha and the Russians stand between them and the extinction of Albanian independence.

A joint positive policy, publicly declared by Albania's neighbors and their Western allies, could change this situation overnight. Until then, there seems no reason why conflicting external forces should not maintain the Communists, weak and isolated though they are, indefinitely in power. For a million hungry, struggling Albanians their mountain homeland will remain the land of the devil.



FRUSTRATED DIPLOMATS of U.N. border commission marched across bridge to consult Albanians, found nobody and (above) marched back again.

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CAROLYN—she'll love this exquisite 14 kt. gold case, accented with 10 certified perfect diamonds. \$71.50

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America's #1 Self Winding Watches! Your normal arm motions keep these wonderful Crotons always wound just right. What's more, *every* self-winding Croton is waterproof*—dustproof—rustproof—shock resistant—anti-magnetic. The perfect gift for the active man!

AQUAMATIC “65”*—as good looking as it is practical! 10 kt. yellow gold-filled case. Radium or raised gold figures. Sweep second hand, genuine alligator strap.....\$65

AQUAMATIC “T”*—handsome chrome top, durable steel back. Choice of radium or full figured dial. Shatterproof crystal.....\$39.95

*All Croton Waterproof Watches stay waterproof as long as the crystal is intact, the case unopened. Only a competent jeweler should replace crystal or close case to restore the waterproof qualities.



photograph of John Christie from LIFE, July 23, 1951, by Cornell Capa

WHAT'S IN A PICTURE . . .

Here's a picture to make you laugh. Its good humor is contagious. You find yourself laughing with the overstuffed elderly gentleman, in the overstuffed chair with the overstuffed pug in his arms, who has obviously just said something excruciatingly funny. Who on earth could it be? Could it be the immortal president of the Pickwick Club, Mr. Samuel Pickwick, G.C.M.P.C., who has just pulled off his glasses for a snooze after a jovial dinner of the roast beef of Old England, and Yorkshire pudding and gooseberry tarts and Stilton cheese washed down with a rare old tawny port? Or his friend Mr. Wardle of Manor Farm, Dingley Dell? Or John Bull himself, a merry John Bull, out of the longago days when Victoria ruled and the sun never set on Britain's trade, a John Bull lover of mankind so sure of himself and of his credit at the bank and of his cozy green island and of the excellence of his intentions that he is quite willing to appear a little absurd. Maybe the essence of that selfconfidence which makes for pleasant dealing in human affairs, is in the willingness, which this gentleman shows in every smiling curve, to be amused by your own absurdities.

by JOHN DOS PASSOS

... to see life ... to see the world ... to eyewitness great events

LIFE

"I've been to Milwaukee, I ought to know..."

*Blatz is Milwaukee's
Finest Beer!"*

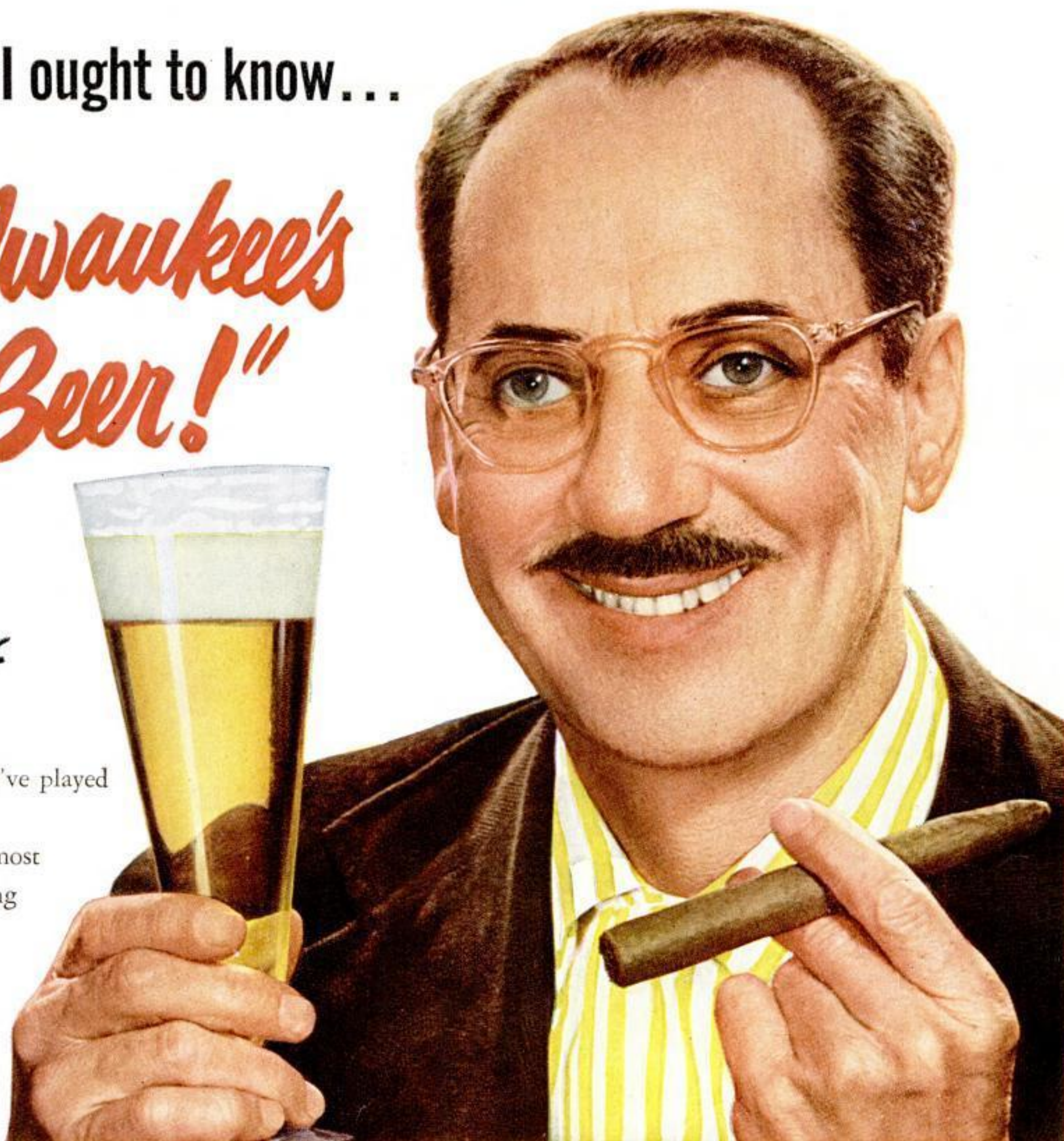
says *Groucho Marx*

Popular star of Screen, Radio and Television

• "People in show business travel a lot," says Groucho Marx. "And in the course of time, I've played Milwaukee dozens of times. There, I've had my choice of America's best beers. And like most Milwaukeeans, I say Blatz is the best tasting of all Milwaukee beers. It's my choice, and Milwaukee's choice because it's Milwaukee's finest beer!"

Yes—official figures show that

Blatz is the largest-selling beer in Milwaukee and all Wisconsin, too.



• Radio and television's equivalent of Filmland's "Oscar", is the "Michael". Groucho shows his to Paul Clemens, noted portrait painter of Milwaukee. "If there were 'Oscars' for beer," says Groucho, "the award would go to Blatz."



• Groucho and Paul Clemens, toast their get-together with Blatz Beer, another old Milwaukee friend. Ask for Blatz at your favorite tavern, restaurant, club, package, or neighborhood store. Enjoy Milwaukee's finest beer, today!

SEE AMOS 'N' ANDY • CBS-TV

Consult your local paper
for Time and Channel



Milwaukee's first bottled beer



© 1951, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.

I know—I was there!

ART LINKLETTER

Popular star of the
Green Giant TV show,
"Life with Linkletter,"
on ABC-TV.



Last summer the famous television star
helped "bring in" the Green Giant's crop.
Now he knows why these are
America's best-liked peas and corn!



When Art Linkletter tells you on television how much better these peas and corn are, he *knows* what he's talking about. Last summer he took a trip up to the land of the Green Giant. He wanted to see for himself what "*packed at the fleeting moment of perfect flavor*" really means—how the Green Giant farms extra flavor into America's favorite peas and corn. But you don't have to take a trip farther than your grocer's to find out. How about it?

SEE THE GREEN GIANT TV SHOW, "LIFE WITH LINKLETTER," ON ABC-TV

GREEN GIANT PEAS

NIBLETS^{SWEET} CORN

NIBLETS MEXICORN

DELMAIZ^{CREAM STYLE} CORN

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